# Printer and Lithographer

The Leading Publication
in the World of
Offset-Letterpress
Printing

Merry

Christmas

December 1959

ANNUAL DIRECTORY ISSUE

How Offset Lithographic Dampening Systems Work

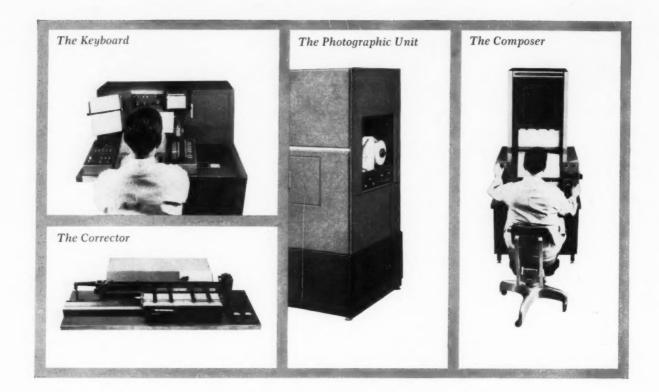
Magnetic Inks Pose New Problems for Printers

San Diego Printers Build New Plant in Expansion

How I Got Big Color Job by Product Engineering

How Two-Unit Offset Perfecting Press Does Tricks

1960 Printing Week Plans Under Way in 250 Cities



# WHY LINOFILM

the world's only photocomposition *system*, is also the most useful and economical method

These four *individual* units make up the only photocomposition *system* in the world—Linofilm—that sets the simplest or most complex matter—even full-page foodstore ads—*in finished form*, ready for the platemaker's camera. The unique Linofilm *system* means savings in time, labor and money to every user of type.

## Separate Keyboard and Photographic Units . . .

It just doesn't make sense to limit photo unit productivity to one operator at one keyboard. So Linofilm has a completely independent and *fully automatic* Photographic Unit, capable of handling output of up to five keyboards. These produce tape which carry all information needed to produce crisp, black type on photographic paper or film. In lines up to 42 picas, photography is at the rate of 720 characters per minute, from 6-through 36-point!

# Linofilm Keyboard tops all others ...

At the operator's fingertips are 18 different, readily changeable fonts of type, each in six different sizes. Centering, quadding, justifying, letterspacing, even kerning, are touch-button functions. The operator always sees his work as typescript for proofing or copyfitting; he can erase any line immediately. To handle last-minute alterations, finished tape can be spliced before feeding into the Photo Unit.

### Even makeup is automatic on the Composer . . .

Although "fascinating" is most often used to describe the Linofilm Composer, "economical" or "simple" or

"fast" are as accurate. It performs all functions of a makeup department! Type is placed precisely—even at angles up to 90°—as the layout indicates. Minute size variations, from 4- to 216-point, are produced instantly. All this up to full newspaper-page sizes! Because the operator works right on the original layout, the job is right—and ready for the camera—when it leaves the Composer.

## Exclusive Linofilm unit makes corrections easy . . .

All the tedious, laborious, inaccurate chores that other methods require to alter and correct film have been eliminated by the Linofilm Corrector. *Automatically*, the Corrector replaces revised or corrected lines or paragraphs. Welding creates a bond stronger than the film itself, and no opaquing is needed.

## Only Linofilm offers all these features . . .

No other coldtype method even includes equipment remotely comparable to Linofilm's Composer or Corrector. And no other method approaches the savings in initial investment and hourly operations that are Linofilm's. All this...plus superior typography and utmost flexibility in combining units to meet your specific needs.

With all these advantages, can you afford not to investigate Linofilm thoroughly? Contact your Linotype Production Engineer today,

or write to Mergenthaler Linotype Company, 29 Ryerson Street, Brooklyn 5, N. Y.



# LUDLOW BRIGHTYPE ELROD





The Ludlow (at the extreme left) produces slugline composition from 4 point to 96 point, also ruleforms. Advertising figures and alphabets up to 240 point are cast as individual characters lengthwise of the slug.



The Ludlow Universal Matrix Cabinet (shown in center above) accommodates all sizes of matrices, particularly large sizes, in normal case arrangement. Supplied either left or right-hand pull.

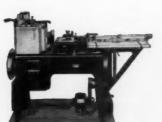
The Ludlow Standard Matrix Cabinet (shown at the left) meets most composing room requirements. Holds 20 cases; available in left or right-hand pull.



The Brightype (shown at left) method converts letterpress material into photographic images for offset, letterpress, rotogravure or other printing. Uses present typesetting facilities and gives excellent reproduction.



The Ludlow Supersurfacer (shown at the left) facilitates high-quality printing on any paper stock, reducing press make-ready. It trims a micrometric skin-cut from the face as it is fed through.



The Ludlow Shell-Hi Slug Shear (shown at the left) shears the Ludlow shank from the slug-head, converting it to a one-line plate for use with shell-cast stereotypes, and for corrections and additions.

The Elrod (shown at the bottom left) produces leads, slugs, rule and base material ranging in size from 1 point to 36 points. Elrod material is of uniformly high quality. Available with electric or gas crucible.

Ludlow Typograph Company 2032 Clybourn Avenue, Chicago 14

# WESTON QUALITY

covers the field

cotton fiber

and machine posting ledgers

cotton fiber

SPECIALTIES

WESTON'S OPAQUE SCRIPT
WESTON'S HAND WEAVE - MANUSCRIPT COVER
DIPLOMA PARCHMENT
FINGERPRINT INDEX

cotton fiber

cotton fiber

INDEX BRISTOLS

The complete line, the quality line, WESTON cotton fiber papers are certain to satisfy you and your customers. Available through your favorite paper merchant in reams or rolls and in the grade, weight and size you need to produce any job quickly, easily and profitably. When the job calls for cotton fiber papers, call for WESTON papers.



# WESTON PAPERS

Byron Weston Company . Dalton, Massachusetts



Makers of Papers for Business Records Since 1863

COTTON FIBER BONDS • LEDGERS • MACHINE POSTING LEDGERS • INDEX BRISTOLS • SPECIALTIES

# THE INLAND AND AMERICAN

# PRINTER and LITHOGRAPHER



62

THE LEADING PUBLICATION IN THE WORLD OF OFFSET-LETTERPRESS PRINTING

# DECEMBER 1959 Volume 144 Number 3

The Inland and American Printer and Lithographer is published monthly by Maclean-Hunter Publishing Corp., 79 W. Monroe St., Chicago 3, Ill. P. D. Allen, President.

# WAYNE V. HARSHA, Editor

J. L. Frazier, Consulting Editor L. H. Allen, Eastern Editor Henry B. Ryan, Assistant Editor Carl Finette, Art Director Peggy B. Ehrlin, Editorial Assistant

### MANUSCRIFTS

The Inland and American Printer and Lithographer will accord monuscripts, photographs, drawings, etc., courteous attention and normal care but will not be responsible for any unsolicited material. All contributors should keep duplicate copies.

# JOSEPH J. O'NEILL, Manager Cecil Hancock, Production Manager R. C. Lukens, Circulation Manager

R. C. Lukens, Circulation Manager M. M. Gross, Sub. Sales Manager

### Eastern Advertising:

William H. Thorn — Allen M. Browne 341 Medison Ave., New York 17 Phone: OR 9-8266

Midwest Advertising: Harry H. Yocherer 79 West Monroe St., Chicage 3 Phone: RA 6-2802

Pacific Advertising: Don Harway & Assoc. 1709 West 8th St., Las Angeles 17 Phone: HU 3-5141

Great Britain: Maclean-Hunter, Limited 125/130 Strand, London WC 2 Phone: TEMple Bar 1616-7

### SUBSCRIPTION RATES

For the United States: one year, \$5; two years, \$8; three years, \$10; single copy, 50 cents. For Canada: one year, \$5.50; two years, \$9; three years, \$11; single copy, 55 cents. (Canadian funds should be sent to The Inland and American Printer and Lithographer, Terminal A, P.O. Box 100, Toronto.) Pan-American: one year, \$6; two years, \$11; three years, \$15. Foreign: one year, \$10; three years, \$20.

Printed in U.S.A. Copyright Maclean-Hunter Publishing Corp. 1959.

Second-class postage paid at Chicago, Ill. and at additional mailing office at Long Prairie, Mina.





# LEADING ARTICLES

| How Offset Lithographic Press Dampening Systems Work             | 45 |
|--|----|
| Dampening systems have been bugaboo of offset lithographic press |    |
| since invention. Pressmen must be quite familiar with them       |    |
|  |    |

| Magnetic Inks Pose Many New Problems for Printers              | 49 |
|--|----|
| Checks with magnetic codes are subject to 277 possible errors; |    |
| business forms have similar problems; testing complicated      |    |

| San Diego Printers and Lithographers Build New Plant        | 50 |
|---|----|
| Neyenesch began business on West Coast in 1899 during boom; |    |
| two-level structure houses equipment of three departments   |    |

| I Got | Big Color Job by Complex 'Product Engineering'                | 53 |
|-------|---|----|
|       | My competitors figured on process plates but I discovered how |    |
|       | to use flat colors and screens to get much lower estimate     |    |

| This | Two-Unit Offset Perfecting Press Can Do Tricks                   | 54 |
|------|--|----|
|      | W. R. Bean, Inc. of Atlanta prints four-color process in one run |    |
|      | through two-unit press; three colors run in similar manner       |    |

| 1960 | Printing Week Plans Under Way in 250 Cities                      | 56 |
|------|--|----|
|      | Dinners, meetings, other special events will mark 254th birthday |    |
|      | of Ben Franklin during special observance week Jan. 17-23        |    |

| Promotion | File Will Help You to Sell More Printing                    |  |
|-----------|---|--|
| Her       | e are eight good ideas you can use in your self-advertising |  |
| and       | to promote the business of your customers and prospects     |  |

| This Lithographer Has Made Calendars Over 100 Years          | 72 |
|--|----|
| Ketterlinus is 117-year-old Philadelphia printing house with |    |
| calendars as specialty, many take two years to produce       |    |

| Lots of Good Typography But It's Not on Calendars              | 76 |
|--|----|
| Few printers and lithographers make calendars good examples of |    |
| imaginative work; there are many good ideas that can be used   |    |

# Annual Directory of Equipment, Services, and Supplies 1

# REGULAR FEATURES

| Composing Room        | 76  | People in the News   | 105 |
|-----------------------|-----|----------------------|-----|
| Convention Calendar   | 4   | Pressroom            | 74  |
| Letters to the Editor | 4   | Promotion File       | 62  |
| Last Word             | 182 | Proofroom            | 57  |
| Month's News          | 82  | Salesmen's Clinic    | 78  |
| New Equipment         | 64  | Slugcasting Problems | 77  |
| New Literature        | 100 | Specialty Printer    | 72  |
| Newsletter            | 43  | Specimen Review      | 58  |





# HINELANDER

PAPER COMPANY · RHINELANDER, WIS.

Division of St. Regis Paper Company

Ask about other quality Rhinelander Papers for business — Manifold • Carbonizing • Tracing Papers

### O.K., So We're Stupid!!

In the September "Last Word" you criticized Leonard's orthography.

I looked it over and discovered that your wrath was aroused by the five misspellings: dose for does, erley for early, penchon for pension, lik for like, and maired for mar-

After all, Leonard is only 14 years old; whereas you have been editing since long before he was born. Why haven't you stopped to look at your own ridiculous spelling? Let me show you what you okayed in his brief message:

For long i you have I for I, i-e- in like, and v in my.

For the vowel sound in not you have an o, but you use an a in start.

For the sound of short u vou use oe in does, ea in early, e in the, a in the indefinite article a, i in firm, o in worked, and ou in enough.

Your short i sound is found as i in morning, but e in enough.

You use two o's for the sound in too, but only one in to, and this is followed by an ough in through.

For the long e you employ y in early, ee in see, ey in money, e in me, and ie in married; to which I hasten to mention your s for the z sound of does; your palatal n in not that bears no relationship to your uvular n in morning followed by an utterly useless and unpronounced g; your cowardly transposition of wh for the true hw sound in when; your s for sh in pension; your ed for t in worked; and your gh for f in

This adds up to some 33 idiotic spellings for a mere 12 sounds.

Will you agree that people who live in glass houses, etc., etc?-Samuel C. Seegay, New York City.



### DECEMBER

LTF-PIA Foremen's Management Coaching Conference, Forest Hills Inn, Forest Hills, L. I., N.Y., Dec. 14-18.

### IANUARY

1960 International Printing Week, Jan. 17-23. Great Lakes Newspaper Publishers Association, mechanical conference, Hotel Schroeder, Milwaukee, Jan. 17-19.

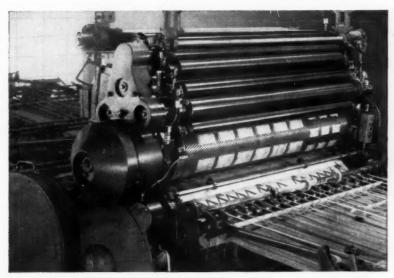
FEBRUARY

Flexographic Technical Association, annual meeting and technical forum, Palmer House, Chicago, Feb. 4-5.

Printing Industry of America, Inc., presidents' conference, El Mirador Hotel, Palm Springs, Calif., Feb. 8-12.

International Typographic Composition Association, Mid-winter conference, Monteleone Hotel, New Orleans, Feb. 18-20.

American Paper & Pulp Association, annual onvention, Waldorf-Astoria Hotel, New York convention, City, Feb. 21-25.



# COLOR PRINTING UNITS

# **CUT PRESS RUNNING TIME**

1/2

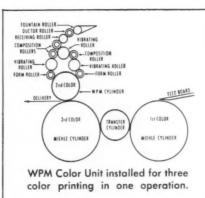
WESTERN PRINTING MACHINERY Color Printing Units added to a Miehle 2-color flatbed press will save one-half the running time on 3 or 4-color printing. On a full production schedule, this big saving will pay for the added W P M Color Units in a matter of months.

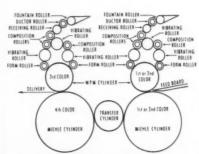
The quality of your 3 and 4-color work can actually be improved with W P M Color Units because you print all colors in ONE PASS THROUGH THE PRESS. There is no printing over non-offset spray, no compromise of hairline register, no lack of coverage.

W P M Color Units are self-contained printing units, installed on and synchronized with the printing press. For regular press operation, W P M Color Units are quickly and easily locked out.

Send for complete description of W P M Color Units or confer with our engineering staff, without obligation.

There are 200 W P M Color Units operating in the United States and 25 in Canada.





WPM Color Units installed for four color printing in one operation.



Manufacturers of Color Printing Units for Miehle flatbed presses.

Converters of flatbeds to rotary 

HONEYCOMB CYLINDERS for all makes of letterpresses.

WESTERN PRINTING MACHINERY COMPANY

3519 N. Spaulding Avenue • Telephone IRving 8-1207 • Chicago 18, Illinois



Nekoosa Bond
Nekoosa Offset
Nekoosa Opaque
Nekoosa Fantasy
Nekoosa Ledger
Nekoosa Duplicator
Nekoosa Mimeo
Nekoosa Manifold
Nekoosa Fax
Nekoosa Master-Lucent and



# ways better

PRINTABILITY—Curl-free, wrinkle-free, Nekoosa Opaque goes through high-speed presses fast, letter-press or offset.

ECONOMY—Mail more pieces per ounce. Nekoosa Opaque is light in weight, yet keeps show-through to a minimum.

OPACITY—Nekoosa Opaque rates high in opacity, and it has a firm, smooth surface that reproduces full-colors or black-and-white beautifully.

# even on lightweights



# AND BEAT HIGH POSTAGE COSTS

Be kind to your customer's purse—and do yourself a favor, too—by using Nekoosa Opaque. It's a real money-saver! Thanks to Nekoosa Opaque's high opacity, now you can run on lighter weights and have a show-piece without show-through!

You look better on Hekoosa papers



NEKOOSÁ-EDWARDS PAPER COMPANY PORT EDWARDS, WISCONSIN

Milis at Port Edwards and Nekoosa, Wisconsin, and Potsdam, New York

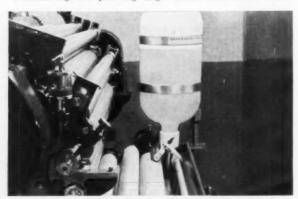
In this photograph you see a Baldwin Ink Fountain Agitator as well as a Baldwin Press Washer on a Miehle 76 Offset Press.



This Harris LTM 43 x 59 4-color offset press is equipped with Baldwin Water Levels and Baldwin Variable Control Water Stops.



This ATF-MANN Perfector Press is equipped with a Baldwin Ink Fountain Agitator featuring single cleans-in-a-minute cone.



Another Baldwin-equipped press; a Harris LTP 23 x 36 2-color press with Baldwin Water Level and Baldwin Roller Water Stops.

# "Press accessories best bet for cutting production costs"

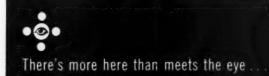
That's what a lot of lithographers are saying these days. And, most of the time, they're talking about Baldwin® Press Accessories. Here's why:

**BALDWIN PRESS WASHERS** are the accepted standard. They reflect the skill of specialists with the most experience in building washup devices. They clean best...clean fastest...have the longest-lasting blades. This explains why pressmen and managers alike feel no press is complete without a Baldwin Press Washer.

BALDWIN INK FOUNTAIN AGITATORS make it easy to use the kind of ink that gives you a stronger color. The unique Baldwin cone *push-feeds* ink to the fountain roller so that you get a continuous, uniform flow of even the heaviest-bodied inks no matter how little is in the fountain. And the quick-cleaning cone makes it practical to use Baldwin Agitators on large or small presses . . . for long or short runs.

**BALDWIN WATER LEVELS** maintain within  $\frac{1}{32}$ " the desired depth in the fountain to put an end to floods and dry-ups. That's why more and more lithographers claim they just can't afford to operate a press without water levels.

BALDWIN WATER STOPS give pressman a muchneeded, efficient tool for controlling water when
running short sheets. Variable Control Water Stops
are designed specifically for use with fountain
rollers without cloth sleeves. Roller Water Stops meet
the needs of fountain rollers with cloth sleeves.
Find out for yourself why so many lithographers
say press accessories are your best bet for cutting
production costs. It's easy because all Baldwin
Press Accessories are sold on a 30-day free trial
basis. For illustrated literature write William
Gegenheimer Co., Inc., 80 Roebling Street, Brooklyn 11, N. Y. Or phone Evergreen 8-5610.







# Now, 4 Bases for Type 3.

How'll you have your Kodalith Ortho, Type 3, emulsion? On acetate (the workhorse)? On size-holding PB or glass? On transparent stripping film? You name it. The base you'll do your finest work on will be the one that has this versatile, wide-latitude emulsion on it.

For Type 3 has the remarkable sensitivity to handle any kind of copy, regardless of contrast range in the copy. You see beautiful results, line or halftone.

On any base, you'll see the same crisp, unveiled contrast-blacker line

than ever-harder halftone dotsunsurpassed dot density.

But there's more to Type 3 than meets the eye.

It's consistent.

You know what your results will be before you load your camera because of this unseen uniform quality borne by every Kodak product. Type 3 consistency starts in Kodak research laboratories and never stops. It means you can predict your results.

Become familiar with this emulsion on its many supports. Its good results are universal. You'll find Type 3 fits your techniques, eliminates guesswork -seems to cooperate with you more than other emulsions do to give you more hits and fewer misses than you've ever had before.

What base suits you best? Acetate? Choice of regular or thin base. Transparent stripping film? Strips wet or dry. Stable PB? Choice of regular or thick base. Plates? Any size, .060 to 3/16-inch thick. And these are only the beginning ...

Want a demonstration? Write:

Text for this advertisement was set photographically.

Sales Division

Graphic Reproduction \ EASTMAN KODAK COMPANY Rochester 4, N. Y.



# NOW ... you can choose from three sizes!

# VANDERCOOK UNIVERSAL TEST PRESSES

These three vastly improved machines will perform every proving operation better and faster, with less effort and more economically.

# Time and Labor Saving Features . . .

- Accurate, Rigid Impression for highest quality proofs with hairline register.
- Available either hand or power operated.
- Plastic covered Inking System.
- Automatic Register Vacuum Plate Base—for proving original and duplicate plates from .015" to .240" in thickness without plate hooks
- Automatic Washup.
- Adjustable Bed—as accurate and as rigid as a fixed bed.
- Power Operated Grippers—for automatically opening and closing sheet grippers.
- Automatic Sheet Delivery.
- Automatic Frisket.
- Automatic Ink Feed.



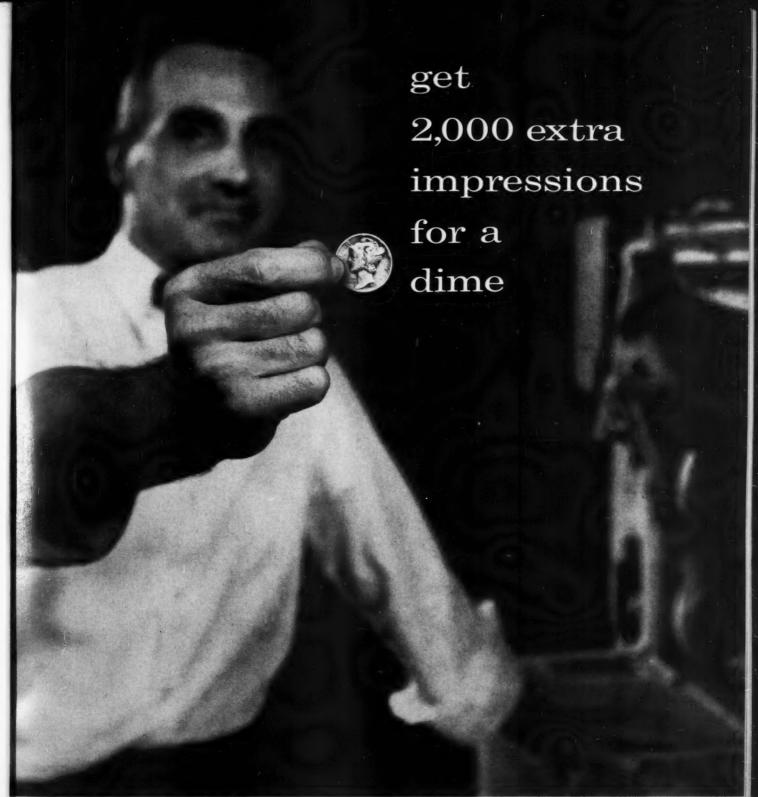
& SONS, INC.

General Offices, Research Laboratory, Demonstration Room & Factory 3601 W. Touhy Ave., Chicago 45, Ill. Phone ROgers Park 1-2100

Eastern Sales and Service 205 W. 34th St., New York 1, N.Y. Phone: BRyant 9-6270

In Canada Sears Limited Western Sales and Service 3156 Wilshire Blvd., Los Angeles 5, Calif. Phone DUnkirk 8-9931





In the 14 x 20" size, Harris gives you its famous multiroll inker . . . micrometer-register tumbler-gripper sheet control . . . vacuum wheel feeding . . . rollback water fountain . . . rapid change-over.

Buy a Harris 14 x 20". It'll cost you a couple of thousand more...but it gives you up to 2,000 more quality impressions per hour than the next best press.

You'll keep that Harris at least 10 years. So that's only \$200 more a year.

And if you run your Harris 2,000 hours a year (you'll probably run it a lot more than that), it amounts to only a dime an hour more.

And for every dime, you get 2,000 extra quality

impressions. 2,000, mind you! For a dime!

Surely there's no better way than that to make money in the printing business. Hundreds of printers are already doing it with this press.

Write for details, or see your Harris representative.



## HARRIS-SEYBOLD

A Division of Harris-Intertype Corporation
4526 EAST 71st STREET, CLEVELAND 5, OHIO



This printer can relax. He'll get his paper on time—on the regular afternoon delivery from his Hammermill Merchant's warehouse.

Turning rush orders into routine deliveries is your Hammermill Merchant's specialty. It's part of his job to answer emergencies quickly and conscientiously by having an adequate stock. When you order from him, you get good service—and stay out of the warehouse business and avoid overstocking headaches.

Next time call your Hammermill Merchant. He's listed on the following page.

HAMMERMILL PAPERS

Hammermill Paper Company, Erie, Pennsylvania

For the best in Paper, and the best in Service...call your Hammermill Merchant

# WHEN YOU NEED PAPER IN A HURRY-CALL YOUR HAMMERMILL MERCHANT

| CALL TOOK  | HAMMERMILL  | MERCHANI   |
|--|---|--|
| ALABAMA Birmingham Strickland Paper Co., Inc. Montgomery Weaver Paper Co. ARIZONA Phoenix Zellerbach Paper Co. ARKANSAS Little Rock Western Newspaper Union CALIFORNIA   | MICHIGAN  Detroit Beecher, Peck & Lewis Flint Beecher, Peck & Lewis Grand Rapids, Carpenter Paper Company Lansing The Dudley Paper Co. Saginaw The Dudley Paper Co. MINNESOTA  Duluth Carpenter Paper Company Minneapolis Carpenter Paper Company | Erie Durico Paper Company Harrisburg The Alling & Cory Co. Philadelphia Paper Merchants, Inc. Philadelphia . The Thomas W. Price Co. Philadelphia . The J.L. N. Smythe Company Philadelphia D. L. Ward Co. Pittsburgh . The Alling & Cory Co. Scranton Megargee Brothers, Inc. York, Andrews Paper House of York, Inc. |
| Fresno Zellerbach Paper Co. Los Angeles Zellerbach Paper Co. Oakland Zellerbach Paper Co. Sacramento Zellerbach Paper Co. San Diego Zellerbach Paper Co. San Francisco Zellerbach Paper Co. San Jose Zellerbach Paper Co. Stockton Zellerbach Paper Co. COLORADO                 | Minneapolis Leslie Paper Saint Paul Leslie Paper  MISSISPIPI Jackson Jackson Paper Company Meridian Newell Paper Company  MISSOURI Kansas City Carpenter Paper Company Kansas City Midwestern Paper Co.   | RHODE ISLAND Providence Carter Rice Storrs & Bement Providence, Cook-Vivian-Lindenmeyr Co. SOUTH CAROLINA Columbia, Epes-Fitzgerald Paper Co., Inc. SOUTH DAKOTA Sioux Falls Leslie Paper TENNESSEE  |
| Denver Carpenter Paper Company<br>Pueblo Carpenter Paper Company   | Saint Louis Beacon Paper Company<br>Saint Louis Tobey Fine Papers, Inc.<br>Springfield Springfield Paper Co.  | Chattanooga Southern Paper Company<br>Knoxville, Southern Paper Company, Inc.<br>Memphis Tayloe Paper Company  |
| Hartford Henry Lindenmeyr & Sons<br>Hartford Green & Low Paper Co., Inc.<br>Hartford Carter Rice Storrs & Bement<br>New Haven, Carter Rice Storrs & Bement   | MONTANA Billings Carpenter Paper Company Great Falls Leslie Paper NEBRASKA  | Memphis Western Newspaper Union<br>Nashville Clements Paper Company<br>TEXAS<br>Amarillo Carpenter Paper Company   |
| DISTRICT OF COLUMBIA Washington R. P. Andrews Paper Co. FLORIDA Jacksonville Virginia Paper Co., Inc.  | Lincoln Carpenter Paper Company<br>Lincoln Western Newspaper Union<br>Omaha Carpenter Paper Company<br>Omaha Western Paper Company<br>NEVADA  | Austin Carpenter Paper Company Dallas Carpenter Paper Company Dallas E. C. Palmer & Company El Paso Carpenter Paper Company Fort Worth . Carpenter Paper Company   |
| Miami E. C. Palmer & Company Tampa E. C. Palmer & Company GEORGIA  Atlanta S. P. Richards Paper Co.  | Reno Zellerbach Paper Co.  NEW HAMPSHIRE Concord C. M. Rice Paper Co.  NEW JERSEY   | Harlingen Carpenter Paper Company Houston Carpenter Paper Company Houston E. C. Palmer & Company Lubbock Carpenter Paper Company   |
| Atlanta, Wyant and Sons Paper Company HAWAII   | Hillside Henry Lindenmeyr & Sons NEW MEXICO   | San Antonio Carpenter Paper Company  UTAH  Salt Lake City, Carpenter Paper Company   |
| Honolulu, Honolulu Paper Company, Ltd.  IDAHO  Boise Zellerbach Paper Co.  | Albany Hudson Valley Paper Co.  | Salt Lake City, Western Newspaper Union Salt Lake City Zellerbach Paper Co.  |
| Chicago Chicago Paper Co.  Bradner Smith & Co. Chicago Chicago Paper Company Chicago Chicago Paper Company Chicago Chicago Paper Co. Decatur The Decatur Paper House, Inc. Peoria Peoria Paper House, Inc. Quincy Irwin Paper Co. Springfield The Capital City Paper Co. INDIANA | Buffalo The Alling & Cory Co. Buffalo   | Lynchburg Caskie Paper Co., Inc. Norfolk . Epes-Fitzgerald Paper Co., Inc. Richmond, Epes-Fitzgerald Paper Co., Inc. Richmond Richmond Paper Co., Inc. WASHINGTON Seattle Zellerbach Paper Co. Spokane Zellerbach Paper Co. Tacoma Standard Paper Co. Walla Walla Zellerbach Paper Co. WEST VIRGINIA                   |
| Evansville The Diem & Wing Paper Co. Fort Wayne Butler Paper Co., Inc. Indianapolis Crescent Paper Co.   | Rochester The Alling & Cory Co. Syracuse The Alling & Cory Co. Troy Troy Paper Corporation Utica The Alling & Cory Co.  | Charleston Copco Papers, Inc. Clarksburg R. D. Wilson—Sons & Co. WISCONSIN  Milwaukee The Bouer Paper Company  |
| Des Moines Carpenter Paper Company<br>Des Moines Western Newspaper Union<br>Sioux City Carpenter Paper Company<br>Sioux City Western Newspaper Union<br>KANSAS   | Charlotte   | In the part of the second  |
| Topeka Carpenter Paper Company Topeka Midwestern Paper Co. Wichita Western Newspaper Union KENTUCKY  | Fargo Western Newspaper Union OHIO Akron The Alling & Cory Co. Cincinnati . The Diem & Wing Paper Co. Cleveland The Alling & Cory Co.   |  |
| Louisville Southeastern Paper Co., Inc. LOUISIANA New Orleans E. C. Palmer & Company Shreveport Western Newspaper Union  | Cleveland The Petrequin Paper Co. Columbus The Central Ohio Paper Co. Dayton, The Jack Walkup Paper Co., Inc. Toledo The Central Ohio Paper Co.   |  |
| Portland C. M. Rice Paper Company  MARYLAND  Baltimore The Baxter Paper Co., Inc. Baltimore Baltimore Paper Co.  | Oklahoma Oklahoma City, Carpenter Paper Company Oklahoma City, Western Newspaper Union Tulsa Tayloe Paper Company Tulsa Western Newspaper Union   |  |
| Hagerstown Antietam Paper Co., Inc.  | OREGON Eugene Zellerbach Paper Co.  |  |

Eugene . . . . Zellerbach Paper Co. Portland . . . . Zellerbach Paper Co.

PENNSYLVANIA

Allentown ... Lehigh Valley Paper Corp. Erie ...... Daka Paper Company

MASSACHUSETTS Boston . . . . Carter Rice Storrs & Bement Boston . Cook-Vivian-Lindenmeyr Co., Inc. Springfield . . Carter Rice Storrs & Bement Worcester . . Carter Rice Storrs & Bement

"4:15 and everything is here. My Hammermill Merchant came through again."



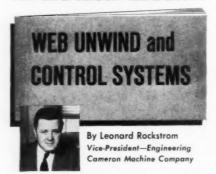
# CONTROL THE ROLL

# from unwind to rewind

AND YOU CONTROL COST, QUALITY, AND PRODUCTIVITY
IN SLITTING, REWINDING AND WEB-FED CONVERTING

Complete automatic roll control, perfectly integrated from unwind to rewind, is rapidly becoming an absolute essential in all areas of slitting, rewinding, web-fed printing and web-fed processing. Today's high-speed, high-volume production systems cannot tolerate the weaknesses inherent in a piecemeal roll handling arrangement.

Get this free book for the facts about...



Competitive standards in all areas of roll production and web-fed converting are demanding increasingly better roll quality plus faster deliveries in greater volume – often with diminishing margins for profit. Profits can dwindle unless you are protected by a properly integrated, dependable system for high speed roll control.

No matter what size rolls you process or produce, or what web materials you work with, you can appreciate the importance of this new book. Here, in easy reference form, is a complete, authoritative, illustrated discussion of the application and use of all modern types of web guide systems, constant tension unwind systems, unwind brakes, unwind stands, and parent roll oscillators.

"Web Unwind and Control Systems" is a comprehensive study of roll control that can help you break through to new, higher levels of profitable operation. Write to Cameron today for your free copy.

There are literally hundreds of possible combinations of of tension sensing systems, unwind brakes, edge guides and other web control devices. The problem is to make them work together for integrated roll control. For example, a good tension sensing system is of little value unless its responses actuate a properly fitted brake of the right design and capacity. Sensing and braking are useless if edge guides fail to respond or if the rewind method employed does not suit the material.

To provide equipment that will work in perfect unison to keep a fast-running web under precision control all the way from unwind to rewind is a job for roll handling specialists-engineers who are thoroughly experienced in every phase of the entire unwind-to-rewind process.

# HERE IS ONE SURE WAY TO GET INTEGRATED AUTOMATIC ROLL CONTROL

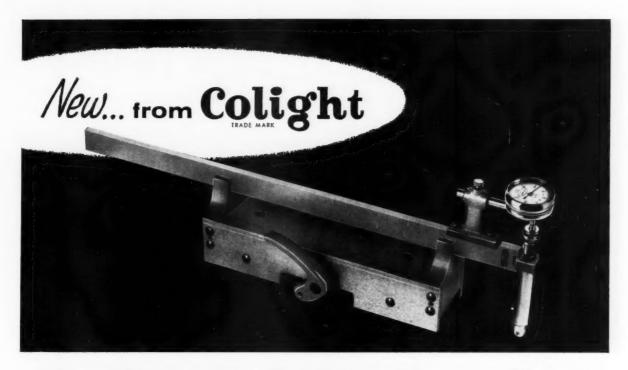
Recognizing the growing need for completely integrated automatic roll control Cameron Specialists have established a unique Testing and Development Department. This department is completely equipped for engineered test runs on all types of flexible web materials. Various unwind, rewind, slitting and control elements are teamed to achieve optimum efficiency. You are invited to consult with Cameron Specialists regarding free test runs on your material. Let Cameron help you stay ahead! Write or telephone, now.

Cameron Machine Company, Franklin Road, Dover, N. J.
Canada: Cameron Machine Co. of Canada, Ltd., 15 Hatt St., Dundas, Ontario
France: Batignolles-Chatillon, 5 Rue De Monttessuy, Paris (7e) France

CAMERON
a Team of Specialists

AA-340

53 years devoted exclusively to the design and manufacture of slitting, roll winding, unwind and web control equipment.



# New Magnetic Packing Gauge Gives Better Offset Quality...Longer Plate Life

Now, for the first time, you can scientifically measure the height of the printing surfaces of the plate and blanket cylinders on an offset press. You can do it easily, simply with the Colight Magnetic Packing Gauge, one of the most important technical advances in offset printing in this decade.

The pressure, or "squeeze", between offset cylinders is extremely critical. Too much pressure wears out the plates. Not enough pressure means a poor printing job. And the difference between too much, and not enough pressure is only a thousandth of an inch. That's why even veteran pressmen have difficulty in adjusting the cylinders exactly right.

Result: hundreds of thousands of dollars lost every year because of short plate life, and poor quality printing.

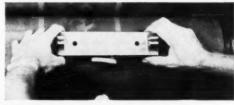
You can eliminate this in your plant with a Colight Magnetic Packing Gauge. It's so easy to operate that anyone can quickly measure the height of cylinder surfaces within .001 inch. (see illustrations). And it's portable—you need just one per plant.

The Colight Magnetic Packing Gauge has been tested extensively. It is being used in some of the nation's best printing plants. (Names upon request.) It is a simple, sturdy, scientific instrument that will give years of maintenance-free service.

Contact your Colight distributor or write for full information. Get the better quality printing—and doubled plate life—that mean more profit for you this year.

# COLWELL LITHO PRODUCTS, INC.

402 CHICAGO AVENUE MINNEAPOLIS 15, MINNESOTA



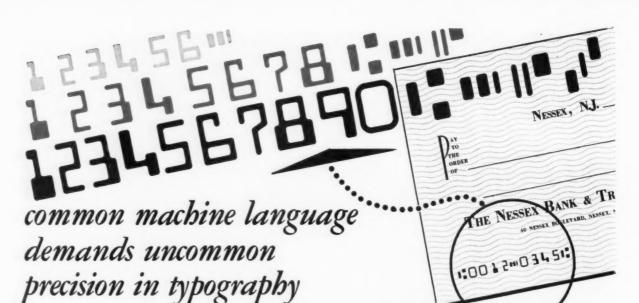
1 First step in use of Magnetic Packing Gauge is to place base on blanket cylinder. Powerful magnets seat base firmly.



2 Insert bar in base slots, place feeler foot on blanket, and set gauge to "0" point. This gives base height reading.



3 Slide feeler foot to cylinder bearer. Gauge will give height of blanket. Repeat for plate cylinder surface. Total of two readings gives total height, or "squeeze" within .001 inch.



The close tolerance problems in the composition of magnetic ink characters is solved with a speed and economy that now makes this greatly expanding field a truly profitable one. Headliner will give you magnetic character composition three, four and five times the actual size needed... from one permanent type font. The sizes are all on an exact reduction percentage scale for quick, easy mechanicals. In addition, the same Headliner will supply you with repro-proofs of any style and size of type needed for the rest of the copy on the check...including the personalized name and address. This is an unmatched opportunity for getting a rich share of this growing business with an absolute minimum of expense. Write for the complete story.

The magnetic ink characters represent only ONE font in many hundreds available for the Headliner. Simply dial for composition. Headliner will automatically expose, develop, fix, wash and deliver smudge-proof repros in 90 seconds. No training necessary. It can be operated in your office.

Headliner photo-composes by DIALING!



...by the makers of VARI-TYPER

SUBSIDIARY

OF

ADDRESSOGRAPH
MULTIGRAPH

CORPORATION

VARI-TYPER CORPORATION • 720 FRELINGHUYSEN AVENUE • NEWARK, NEW JERSEY

# Behind the finest "cover stories":





It's a story you're hearing again and again in shop after shop: When there's a really fine lithographing job to be done-this beautiful record album cover, for examplethere's no substitute for the great new HI-FI Offset Blanket by Goodyear.

It's easy to see why. You'll have no trouble spotting the flawed, uneven dot structure in the microphotographed comparison spot produced by Blanket "A" during a split run. The distortion's especially plain when you compare with the amazingly clean, sharp reproduction in the HI-FI spot.

This higher-fidelity printing is the work of HI-FI

Blanket's new "micro-textured" printing surface-a Goodyear exclusive. Still other HI-FI pluses: shorterthan-ever break-in time-easier wash-up that requires no pumice-better age resistance. And it can be used with virtually any type paper-or for metal lithography.

And price? Though the new HI-FI Offset Blanket's a giant step ahead of anything else on the market, it carries no premium price-tag. In fact, it doesn't cost you one cent more than ordinary blankets. For actual figures - and the rest of the amazing HI-FI story - see your local Goodyear Distributor. Or write Goodyear, Printers Supplies Sales Dept., New Bedford, Mass.



# Are You IN THE MARKET FOR A BETTER PAPER?

. . . compare the outstanding quality of papers by



# BERGSTROM



Unique among all the printing papers on the market are Bergstrom papers - made from virgin pulp, scientifically blended with mellow deinked bookstock. This basic papermaking technique, progressively improved since 1904, has made Bergstrom papers outstanding for dimensional stability . . . dependable uniformity . . . trouble-free printing. Bergstrom's Book Papers have had, for 55 years, a world-wide reputation for quality. And then, in recent years, Bergstrom's product expansion program has resulted in the marketing of THOR Offset Papers for monotone or full color offset printing . . . ODIN Office Printing Papers available in mimeo, smooth and bond finish for use on any type of office printing equipment . . . and sensitized SAFETY PAPERS for complete, unalterable protection of negotiable papers. If you are considering a change in your paper source, it will pay you to get the facts about Bergstrom! You'll be glad you did.

PAPER COMPANY NEENAH, WISCONSIN • FOUNDED 1904



# with ALEMITE ACCUMATIC® Centralized System!

In less than five minutes, this big new Harris offset press is lubricated in more than 500 places—automatically, accurately, safely—with an Alemite Accumatic System. Measured amounts of lubricant are delivered to each bearing every two hours, regardless of press speed. Lubricant consumption is reduced . . . housekeeping is easier . . . bearings last longer. Automatic lubrication results in less downtime . . . more sheets per chargeable hour on high speed presses.

The Alemite Accumatic System is now standard equipment on all 60" and 77" Harris offset presses — both single and multicolor models. Alemite lubrication specialists helped develop this new centralized lubrication application in close cooperation with press engineers of Harris-Seybold Company, a division of Harris-Intertype Corporation.

Accumatic insert valves in manifold block lubricate Accumatic insert valves in manifold block subricate
23 points per inker and 12 points per water fountain on gear side alone of this six-color Harris offset press.

WHETHER YOUR PRESSES ARE SINGLE-COLOR OR SIX-COLOR MODELS, YOU NEED THE PROTECTION OF AN ALEMITE AUTOMATIC LUBRICATION SYSTEM

SUMBOLOF ALEMITE
DIVISION
STEWART-WARNER
CORPORATION

write today

for full details,
including new Accumatic catalog!



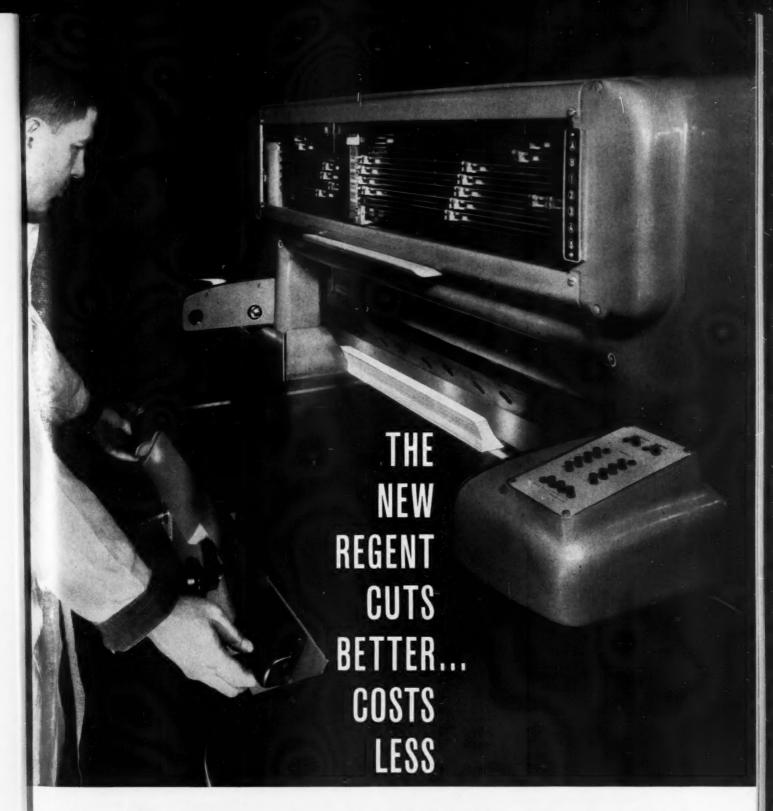
Dept. BF-129, 1850 Diversey Parkway, Chicago 14, Illinois

# PAPERS BUILT TO DO TOUGH JOBS WELL

Gilbert Ledger and Index papers are exceptionally rugged and they take printing, ruling or writing beautifully. The strength of these papers and their good looks come from the carefully selected new cotton fibres used in their manufacture. Another important factor, they are produced on "Valley Queen" . . . America's newest and finest paper machine . . . with the most exacting automatic controls to produce outstanding quality . . . exceptional uniformity. You have a wide choice of colors, grades and weights from which to select. Also, you can have the grain either direction. This means you can always provide for stand-up cards having the grain running the proper way—up and down—regardless of the dimensions of the cards. For forms . . . parts lists . . . price lists . . . credit cards . . . punch cards . . . advertising pieces or any other specific application requiring stamina, use Gilbert Quality Cotton Fibre Ledger or Index papers.

Write for Samples and Complete Information. GILBERT PAPER COMPANY . MENASHA, WISCONSIN





34½"...42"...52" Regent Cutters...standard or automatic spacer operation...lifts to 6" high...heavy duty...extreme accuracy... priced for economy. And backed by MGD, world's largest manufacturer of graphic arts machinery.

# THE LAWSON COMPANY

Division of Miehle-Goss-Dexter, Inc. Chicago 8, Illinois



# VERSATILE FROM DU PONT ULSION

cronar ortho A is on Du Pont's tried and proven polyester film base. It's available in either .004" or .007" thickness. Use it when you need a film with wide exposure and processing latitude, hard halftone dots and a tough, rugged support with exceptional dimensional stability. Important note: Many shops report that this is the only film ... the only emulsion ... that can be used successfully in the increasingly popular "bump exposure" technique.

ACETATE ORTHO LITHO FILM on .0055" acetate base has the same superior high-contrast emulsion as CRONAR

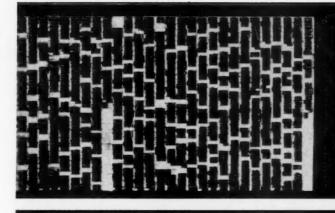
ORTHO A coupled with special surfaces which minimize Newton's Rings and trapped air in plate-making. Use it for those jobs which require scoring, cracking, extensive scribing or knife etching.

Standardize your litho film requirements with these two films. Both are exposed and processed alike. Your Du Pont Technical Representative will be pleased to demonstrate their advantages right in your own shop. E. I. du Pont de Nemours & Co. (Inc.), Photo Products Department, Nemours 2430-A, Wilmington 98, Delaware. In Canada: Du Pont of Canada Limited, Toronto.



BETTER THINGS FOR BETTER LIVING ... THROUGH CHEMISTRY

SYMBOL and CRONAR are Du Pont trademarks for polyester graphic arts films.



Get double the output from your present linecasting machines



TTS PERFORATOR has an easily mastered typewriter keyboard touch system. Experienced operators can tape-set 400 or more 12-pica lines or 250 24-pica lines per hour.



TTS OPERATING UNIT is easily attached beneath the linecasting machine keyboard; does not interfere with manual operation. It is mechanical and, therefore, easily maintained by your present personnel.

Operate your linecasting machines automatically with Fairchild Teletypesetter® and double their output — even triple it on high-speed machines at no increase in operating cost. With TTS, your linecasting machines can be run continuously at the peak of their rated capacities. Work-load peaks and valleys are evened out, and overtime reduced, by eliminating stop-andgo manual operation.

You save money hour after hour in setting type for newspapers, text books, telephone and business directories, magazines, pencil imprints, pocket-size editions, legal briefs, Christmas card imprints, labels, personalized checks, voter lists, and many others.

You save, too, store easy-to-handle, inexpensive TTS perforated tape instead of tying up money in metal inventories. Perforated tape is "stored labor" – it can be used today – or tomorrow – over and over again for reruns. Get the facts about TTS. Mail coupon now for 24-page booklet "More Type in Less Time."

PIRCHILD GRAPHIC EQUIPMENT
Division of Fairchild Camera and Instrument Corp.

TELETYPESETTER

District Offices: Eastchester, N. Y.; Atlanta, Ga.; Chicago, Ill.; Los Angeles, Calif.; Toronto, Ont. Fairchild Graphic Equipment, Dept. 14
Fairchild Drive, Plainview, L. I., N. Y.
Please send me "More Type in Less Time."

Name\_\_\_\_\_\_\_

Company\_\_\_\_\_\_\_

Street\_\_\_\_\_\_

Zone\_\_\_\_State.

# Are You Completing All These Jobs in One Operation?



## FROM PAPER ROLL TO COMPLETED PRODUCT IN ONE HIGH-SPEED OPERATION

That's the New Era Press! It prints any number of colors on one or both sides of the web at the same time, die-cuts any shape or size, slits, punches, perforates, numbers and delivers the finished job—either cut off, rewound or folded—at the end of one run by one pressman. The New Era Bulletin also shows how the New Era Press handles bag headers, tickets, specialties. Write on your company letterhead now for your free copy of the New Era Bulletin.



# BETTER LETTERS for BETTER BUSINESS on BETTER PAPERS



... by Parsons can help you make *Better Profits* on any printing job. For letterhead stock on your floor, a well-known 25% cotton fiber bond is a sure way to get better business ... particularly when you offer ...

# HERITAGE BOND FOR REPEAT ORDERS

Performs well on presses or die-stamping equipment . . . on typewriters and with pen and ink.

Attractive, uniform surface and texture reflects over 100 years of cotton fiber craftsmanship.

Wide range of items . . . regular, opaque, and fluorescent white, six colors in weights, sizes and grain directions for all printing and use requirements.



For better business,

Parsons Papers advertisements such as

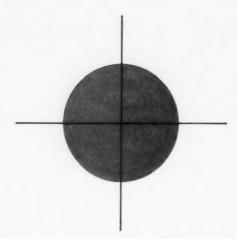
this appear regularly in Business Week, Newsweek, Best's Insurance

News, The Office, The Journal of Accountancy, and The Wall Street

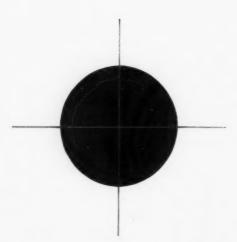
Iournal.

| Pa   | arsons Paper Division, Holyoke, Mass. Dept. H-1 |
|------|---|
| Plea | ase send the following:                         |
|      | Parsons Heritage Bond Sample Book               |
|      | Parsons Letterhead Design Portfolio             |
| Nan  | ne:   |
| Con  | npany:  |
| Add  | ress:   |
| City | : State:  |

PARSONS PAPER DIVISION, National Vulcanized Fibre Company



# Hardest dot in the business!



The "hard dot," so essential to clean, brilliant images is at its ultimate in Ansco graphic emulsions. But the "hard dot" is just one of many advantages.

Take Ansco Reprolith Ortho Type B for example. This film offers perfect orthochromatic response to filtration, an advantage in eliminating costly handwork on negatives.

Why not try this superb film today. Remember, there's more to an Ansco film than meets the plate. Ansco, Binghamton, N. Y., A Division of General Aniline & Film Corporation.

Ansco

Reprolith Ortho Type B





LOOK TO THIS LABEL FOR

# BETTER WORK WITH FENER INKS!

Now you can offer top-quality letterpress color printing with a minimum ink inventory! Speed King's 18 popular colors and black are all you need for nine out of ten jobs, yet they intermix perfectly when the customer demands a special color. Your nearest IPI branch has Speed King in handy 1 and 5 lb. cans...ready to do your presses proud!

IPI, IC and Speed King are trademarks of Interchemical Corporation

CORPORATION

DIVISION

EXECUTIVE OFFICES: 67 WEST 44th STREET, NEW YORK 36, N. Y



# THE RIGHT KIND OF PROMOTIONAL MATERIAL CAN HELP YOU SELL MORE COLORED PAPER

If practitioners of the graphic arts are constantly reminded about colored paper, they'll use it more often. For two reasons. Most of them feel that color is necessary today to win attention for printed pieces. They also look kindly upon colored paper as a medium of creative expression.

All this was brought out by the Du Pont research study which surveyed the attitudes of artists and printers toward color stock. The survey actually went one better. It also revealed what kinds of promotional material are most effective in stimulating the use of colored paper.

### Idea Pieces a Big Hit

Practically everyone who has anything to do with the choice or creative use of color stock likes to receive sample idea pieces. Artists in particular feel that clever, creative samples of printing help inspire them to use colored paper in new ways. Printers, too, believe that sample pieces are valuable to them in stimulating uses of colored paper . . . and in helping customers visualize what printed pieces will look like. There is a difference, though. While artists like highly unusual ideas, printers seem to prefer samples that are practical to produce on their own equipment.

So far as sample pieces are concerned, then, all the industry has to do is continue its present promotional programs. But with greater impact and frequency!

### **Sketch Pads Win Direct Business**

At first thought, it seems obvious that color stock sketch pads would be enthusiastically received by art groups. Yet, the fact is, 45% of them say they have never received free sketching material.

This is a serious omission. Sketch pads, first of all, build good will because they are helpful in preparing layouts, in helping others visualize the final result, and in selecting the stock for the job. Even more important, sketch pads win direct business because most jobs are produced on the same stock they are sketched on.

In the final analysis, the market for colored paper is there. All that's needed is to sell and promote color stock aggressively and continuously.

# news from DuPont

# LATEST DOINGS OF THE DU PONT COLOR COUNCIL

If you want to see some startling reproductions of color on colored paper, we suggest you write now for the second issue of the Color Council periodical, "Design and Colored Paper."

The first issue, which explored the possibilities of printing but one color -black-on colored papers has so impressed designers that roughly 70% of them have requested continued mailings. The new issue will be devoted to the reproduction of full color photography on colored papers. It will include studies of an industrial situation, a high fashion shot, and other typical photographic subjects where colored papers can add exciting new dimensions and effects. Write now to the Color Council, N-2420-T2, Du Pont Company, Wilmington 98, Delaware, for your copy of "Design and Colored Paper No. 2.

# HIGHLIGHTS OF COLORED PAPER SURVEY

| Promotional Possibilities of Sketch Pads   | % of | Replies |
|--|------|---------|
| "Would the piece be reproduced on the same color   | YES  | NO      |
| paper it was sketched on?"   | 63%  | 37%     |
| "Would a variety of colored papers large enough for<br>sketching purposes be on hand?"         | 51%  | 49%     |
| "Have you ever received free pads or boxes of colored paper for sketching or layout purposes?" | 55%  | 45%     |
| "If you have received sketching pads, have these been of any help to you?"                     | 90%  | 10%     |

### **Importance of Sample Pieces**

| hat artists want in sample pieces            | % of Replies |
|--|--------------|
| "Ideas through exceptional examples"         | 52%          |
| "Better selection of samples, weights, etc." | 26%          |
| "How different inks take on various papers"  | 12%          |
| "How colors reproduce and print"             | 9%           |
| "Cost information"                           | 4%           |
| "Something related to specific industries"   | 4%           |
| "Nothing more than they already offer"       | 21%          |
| Other answers                                | 11%          |

## DYES AND CHEMICALS



Better Things for Better Living . . . through Chemistry



# PERFECTION FLAT GUMMED PAPER



Faster, trouble-free feed on press. A grade and finish for every need. There is nothing finer for offset lithography or letterpress printing.

LITHO COATED, PROCESS COATED, CAST COATED, PLATED, ENGLISH FINISH, SUPER CALENDERED, COLORED MEDIUMS, LAB-DEVELOPED GRADES FOR SPECIFIC REQUIREMENTS

Complete List of Distributors may be found in Walden's "Paper Catalog"

# **Eurlproof**

GUMMED LABEL PAPER

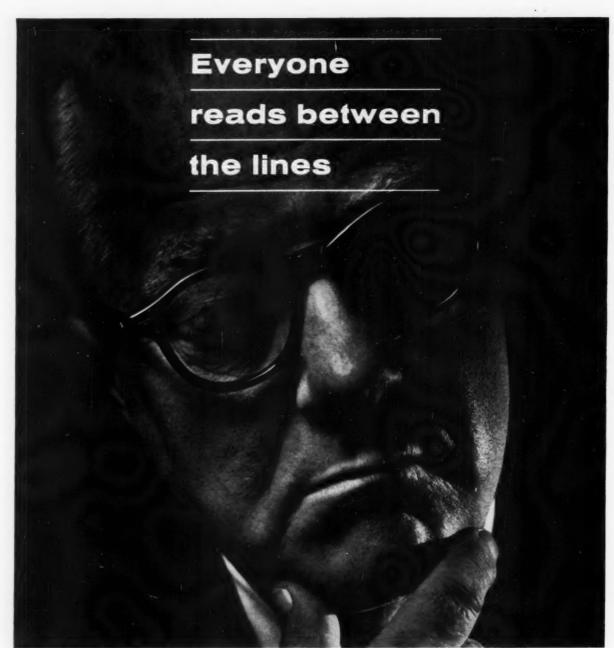
The gumming on this line is based on a Completely New Process, The unique quality of the adhesive to expand and contract at the same rate as the paper to which it is applied eliminates curl. Our sample book gives the complete story. Ask for it.

178 G

PAPER MANUFACTURERS CO.

PHILADELPHIA 15, PENNSYLVANIA

Sales Representatives: ATLANTA + CHICAGO
CLEVELAND + DALLAS + KANSAS CITY + LOS ANGELES
NEW ENGLAND + NEW YORK + SYRACUSE
Warehouses: LOS ANGELES + SAN FRANCISCO
Plants: PHILADELPHIA + INDIANAPOLIS



Profit for printers:

For over 40 years Warren advertising has talked about you and the importance of quality printing. We believe this helps every business too. This advertisement appears in The Saturday Evening Post, Time and Business Week.

# This is a stockholder reading a financial report:

This man sees more than words, figures, and pictures. Unconsciously he is reading between the lines . . . looking for the subtle implications that support the claims of the company, or cast doubt upon them. He is also influenced by the believe this helps every character of the printing. Does it show respect for his intelligence and good that uses printing - and helps you character of the printing. Does it show respect for his intelligence and good will win respect in return. Respectful printing must begin with a good printer. See him early. Most likely he will prefer a Warren paper, because he will better results - and so will you.



# printing papers make a good impression

S. D. WARREN COMPANY, 89 BROAD ST., BOSTON, MASS.

# ... and heresthe MAGNACRAFT line!



HIGH SPEED PERIODICAL TIP-ON, WRAPPING AND LABELING MACHINES

# SR-1 TIPPING MACHINE

Applies tip-ons at speeds up to 7,000 per hour. Only one operator needed. Dead-on accuracy always. Handles tipons up to 12"x18". Also available in a 3-pocket model that tips to both sides of signature in one operation.



REGISTRATION POSITIVE FEED

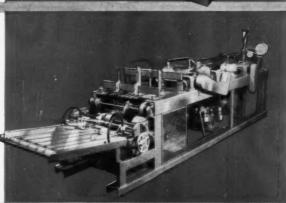
> TIP-ONS 12"x18"

SIMPLE **ADJUSTMENTS** 

> **ONLY ONE OPERATOR**

# MODEL E WRAPPING MACHINE

Wraps and/or labels magazines (Flat-wrap, Fold-wrap or Band-wrap) at high speed, uniformly tight and neat with label accurately placed. Will label single sheets; or wrapped or unwrapped magazines up to 11/4" thickness. Compact (12'x3') . . . easy to set up and operate. Larger, faster models available.

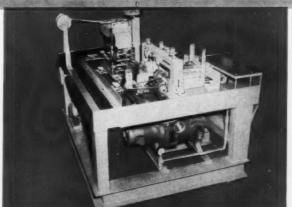


FLAT-WRAP FOLD-WRAP BAND-WRAP

# ROTARY LABELING MACHINE

An extra-high speed, high production rotary cross feed labeling unit. Capable of topprecision performance at speeds up to 18,000 per hour. Equipped with dual-purpose labeling heads for handling either or both electronic and standard strips. Also available with straight feed; or with both cross and straight feeds.

ASK US for details on any or all of these cost-cutting units. No obligation. Write today.



HIGH SPEED

PERFECT LABEL ALIGNMENT

T.W.&G.B. SHERIJA CO.

**SINCE 1835** 

Branch Offices



350 Ton
Platemaster
(available with
automatic control)

Only Williamson gives you the

# MASTER KEY TO EVERYTHING

in equipment and materials for producing duplicate letterpress plates of rubber or plastic

A single call to your Williamson Sales and Service Specialist gives you the master key to everything. Whatever you want, from small press to 1000 Ton "Platemaster", from Matrix Sheet to plate compounds — the finest performing equipment and materials comes from Williamson, distributor of U. S. Rubber Company compounds. What's more, experts with over 13 years of experience in making both equipment and materials are always at your command. Why not call and fill your needs now?



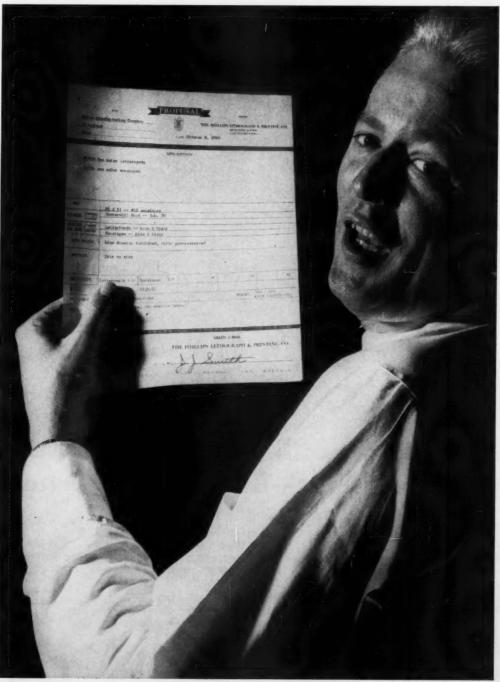
WILLIAMSON & CO.

INCORPORATED
Caldwell, New Jersey

Sales and Service from Coast to Coast - Bryan, Ohio • Atlanta, Ga. • San Mateo, Calif. • Grimsby, Ont., Canada

My customers like bargains so I give them the biggest bargain I know-Hammermill Bond. When I use it I don't have to worry how the job's going to turn out. It runs over the presses without a hitch.....and I can count

on it to give all of my customers the best results for their money. WAMMERMILL BOND





# Now it's a question of which Kenro Vertical

Not so long ago it was a question of whether to buy a bulky horizontal camera or a space saving Kenro "Vertical 18". Now it's a question of which Kenro "Vertical" is best for your application. All are new, modern, engineered for versatility, accuracy, ruggedness and ease of operation. All have new features that improve production and broaden usefulness for every application.

It's the size of image that governs the choice. If you want to shoot  $8\frac{1}{2}$  x 11 copy four-up or expose

a full size newspaper page at same size, then choose the Kenro "Vertical 24". If your copy comes two-up, then the "Vertical 18" is best for you. If your copy calls for shooting one-up, or your work is exposing duplicator masters, then select the "Vertical 14" Companion.

Write for all the facts on Kenro Cameras and related accessories. Then you'll know which Kenro fits your requirements best.



KENRO GRAPHICS, INC. Dept.H-12,25 Commerce Street • Chatham, N. J.



#### Get multi-color effects with only two printing inks!

This wheel has been printed on Cantine's **Esopus Tints Canary with General Printing** Ink's fast-drying Split-Sec Red #U-71010 and Blue #U-71011 to simulate three-color process work and achieve four-color effects with only two impressions!

If you want to know how imagination and experience can help you get the most mileage out of your graphic arts dollar - we'll be glad to tell you all about our full line of GPI letterpress, lithographic, gravure and BBD flexographic printing inks. Simply call or write.

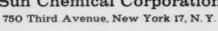
On the reverse side of this sheet, GPI's Split-Sec Red #U-71009 and Black #ER-3828 were used.



## GENERAL PRINTING INK

DIVISION -

Sun Chemical Corporation







# multi color with fewer impressions

Cantine's Esopus Tints Text and Cover stocks combine novelty and beauty with economy. Along with superb halftone printing quality, they give the effect of two-color printing with only one press impression, or three colors with two impressions. Equally printable by both letterpress and offset.

This insert is printed on Cantine's Esopus Tints Text 25x38-80 (160) Canary.

Illustration adapted from painting by Hon Chew Hee, Honolulu.

Plates by Industrial Engraving Co., Inc., Easton, Pa.

Inks by General Printing Ink Co., Div. Sun Chemical Corp.

Printed during the 1959 Graphic Arts Exposition on a 21"x28" Original Heidelberg two-color cylinder press at 3,500-4,000 sheets (7,000-8,000 impressions) per hour.

# ESOPUSTINTS



The MARTIN CANTINE Company, Saugerties, N. Y.

Specialists in Coated Papers since 1888

#### ESOPUS TINTS TEXTS

Canary, Green, Blue, India, Pink, Peach, Goldenrod

| Basis | 23x35                                   | 25x38 | 35x45 |
|-------|---|-------|-------|
| 70    | 118                                     | 140   | 232   |
| 80    | • | 160   | 266   |

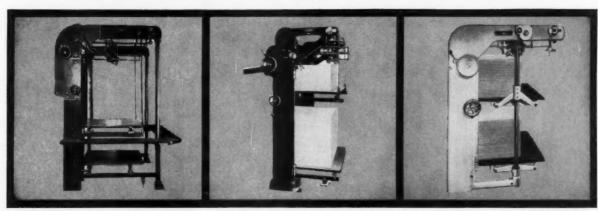
#### ESOPUS TINTS COVER-BRISTOL

Canary, Green, Blue, India, Pink, Peach

| Basis | 20x26 | 23x29 | 23x35 | 26x40 |
|-------|-------|-------|-------|-------|
| 80    | 160   | 205   | 248   | 320   |



doesn't smoke, drink, play the horses or leave the room. It just keeps rolling along. You save up to \$3,765 per year because the Elless feeder sticks to its job of higher production, lower costs. Designed for any flat-bed cylinder press, one of the popular models shown below will answer your feeding problem.



THE MODEL T64 ELLESS STREAM FEEDER is designed for presses taking larger than 56" sheets. Husky, strong and built to "take it" it sacrifices none of the flexibility and ease of operation characteristic of all Elless Automatic Stream Feeders. Handles any stock from onion skin to 45 point board.

THE MODEL T84 ELLESS STREAM FEEDER automizes the wide range of cylinder presses taking sheet sizes from 40" to 56". The two post construction of this model offers great space-saving advantages and also allows complete accessibility to the stock as it is loaded into the feeder and fed into the press.

THE MODEL T55 ELLESS STREAM FEEDER is built specially for smaller presses taking sheet sizes up to 40". For efficient feeding of high speed presses. Maximum speed is 7000 sheets per hour. Used around the world on high speed printing equipment such as offset presses and folders as well as flat bed cylinder presses, and silk screen presses,

eliminates production bottlenecks on your flat bed cylinder presses by insuring a steady, efficient feeding procedure. Whether your press is a Miehle, Babcock, three-color Sterling or other; there is an Elless feeder designed for you — ready to increase your profits and production. Write today for our analysis chart which visibly demonstrates your additional profit opportunities with an Elless automatic stream feeder.

#### TURNER PRINTING MACHINERY, Inc.

CLEVELAND

6510 Euclid Avenue

CHICAGO

732 South Sherman Street

DETROIT

6327 Linwood

# 46TH ANNUAL GAME

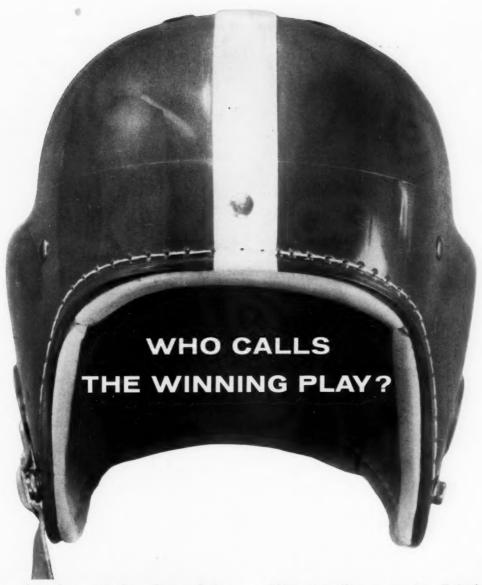
TROSE

PROGRAM

50 LING.

JANUARY 1, 1960 · PASADENA, CAL DRNIA

THIS INSERT IS PRINTED ON STERLING LETTERPRESS ENAMEL, 25 x 38-80#.



For a fast clean run the printer of the Rose Bowl game program is sure to win with Sterling Letterpress Enamel.

In particular, the whiteness, the gloss and the printability of Sterling Letterpress Enamel permits inviting reproduction of illustrations on the cover. Gloss inks add to the sparkle that helps to sell the program. Text pages are printed on West Virginia's excellent economy grade, Velvo Letterpress Enamel.

The West Virginia family of top quality papers includes offset as well as letterpress grades for nearly every specification.

You get quality papers plus all the benefits of a direct mill-to-you sales policy when you buy or specify West Virginia papers. On your next estimate, compare the quality and then see the savings for yourself. For full details contact one of the offices listed below, or write West Virginia Pulp and Paper Company, 230 Park Avenue, New York 17, N.Y.

The Rose Bowl program cover is on 90# Sterling Letterpress Enamel, and the text is on 70# Velvo Letterpress Enamel. Printing by Lederer, Street and Zeus, Berkeley, California. You'll enjoy the game more with a program, so for your copy call the West Virginia office nearest you.

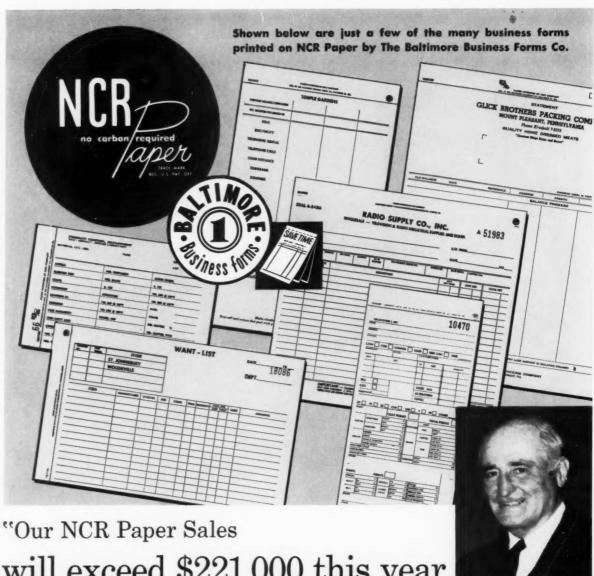
Commercial Printing Paper Sales Fine Papers Division

Chicago 1/FR 2-7620 Detroit 35 / DI 1-5522

New York 17/MU 6-8400 Cincinnati 12/RE 1-6350 Philadelphia 7/LO 8-3680 Pittsburgh 19 / CO 1-6660 San Francisco 5/GA 1-5104



**Vest Virginia** ulp and Paper



TALBOT T. SPEER President and General Manager

# will exceed \$221,000 this year

... have increased 275% in four years."

THE BALTIMORE BUSINESS FORMS COMPANY

(Division of The Baltimore Salesbook Co.) Baltimore, Maryland

"Since we started in business in 1916, no new product has caught the interest of our customers as much as NCR Paper. Businessmen are deeply interested in forms that are clean, easy to use and save time-advantages they get when forms are printed on NCR Paper.

"Our salesmen and dealers who specify NCR Paper forms enjoy a dependable and profitable repeat business which they retain with a minimum of effort. This means they can devote more time to demonstrating the advantages of NCR Paper to new prospects for our line of forms.

"Our NCR Paper sales this year will be more than \$221,000. Since 1956, sales have increased 275%, including a healthy 25% increase over last year's figures. We heartily recommend NCR Paper as the profitable way to get new forms business.'

Vallot Jaffeer

President and General Manager The Baltimore Business Forms Co.

NCR Paper's market for business forms is tremendous! Investigate today. NCR Paper is available in sheet stock at paper suppliers in bond,

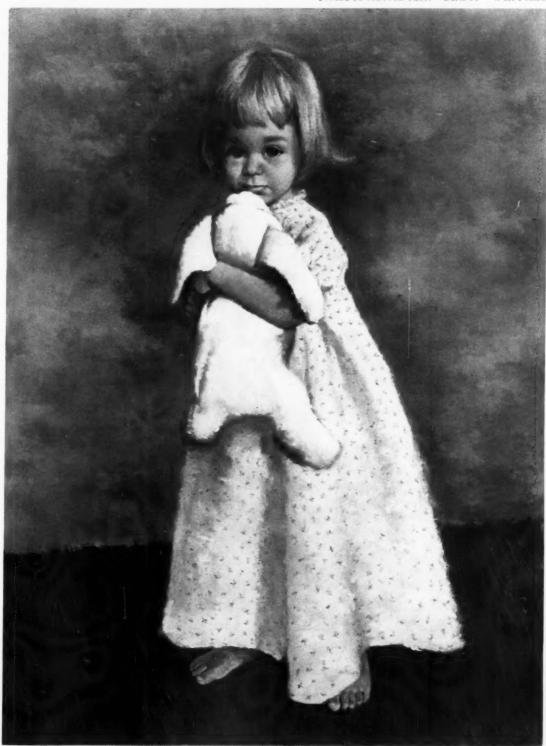
ledger and tag grades. For roll stock, write to: The National Cash Register Company, Dayton 9, Ohio.



NCR PAPER **ELIMINATES** CARBON PAPER

THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio

1039 OFFICES IN 121 COUNTRIES . 75 YEARS OF HELPING BUSINESS SAVE MONEY



"Susan" by John McClelland

To you—and especially to the children you hold dear—a Merry Christmas from the makers of Howard Bond, and . . .



"Timmy" by John McClelland

from Maxwell Offset . . . a wonderful New Decade!



# NEWSLETTER

#### UP-TO-DATE BUSINESS NEWS OF INTEREST TO MANAGEMENT IN THE PRINTING AND ALLIED INDUSTRIES

Printing Business Will Be Excellent in 1960 Printing business next year should be excellent according to present predictions . . . because business generally will be excellent . . . might even get to be a boom. By midyear Gross National Product at 510-billion rate, increase of 30 billions or 6% in six months . . . by year end GNP should be about 525 billions. Then watch out for noticeable slowing in rate of rise . . . some experts even look for recession danger some time in 1961.

Good Gain in Profits
For Printing Industry

Substantial gain in profits and modest improvement in other respects characterize midyear record for printing and publishing industries, reports Printing and Publishing Industries Division of U.S. Dep't of Commerce. Profits for the group (excluding newspapers) were 21.4% higher before taxes in mid-1959 than a year earlier, 28.3% higher after taxes. Profit increase due to rise in sales of 1.8%.

Parcel Post, Catalog Mail Rates Up Feb. 1 Parcel post rates and catalog mailing costs go up Feb. 1. Increases average 17% . . . will bring \$88-million a year more to Post Office Department. Watch these rising costs carefully when planning jobs for your customers.

Foreman's Conference Set for Washington, D.C. Foreman's Management Conference, sponsored by Printing Industry of America, Lithographic Technical Foundation, and Research Institute of America, set for Washington, D.C., starting Jan. 12 . . . 10,000 foremen and supervisors in the graphic arts industry have taken course thus far.

West Coast Direct Mail
Conference to Be May 4-5

West Coast direct mail two-day regional convention set for May 4-5 at Fairmount Hotel, San Francisco, Direct Mail Advertising Assn. announced Dec. 9. Expect from 400-500 from 11 states in Pacific area. Workshops scheduled.

Reuben Donnelley Corp. Building Big New Plant Reuben H. Donnelley Corp. will build largest single direct mail advertising plant in U.S. in Chicago suburb, Oak Brook. Ready in 1961 for 1,800 employees, plant will operate on 24-hour-a-day basis. Daily volume is now over 3-million pieces of mail. Donnelley also has plants in Mount Vernon, N.Y., Los Angeles, and Nevada, Ia.

(Over)

# NEWSLETTER

(Continued)

**LPNA Contest Deadline** Scheduled for Jan. 18

Date deadline for 10th Lithographic Awards Competition and Exhibit is Jan. 18 . . . sponsored by Lithographers and Printers National Association. Get entry forms from LPNA offices at 597 Fifth Ave., New York 17. In past nine years entry total was 18,092 and 2,234 won awards.

LTF Research Committee

Lithographic Technical Foundation general members meeting set for March 22 at Conrad Hilton in Chicago . . . research committee sessions will be held at same hotel March 23-24.

**Arts Figures Are Dead** 

Nationally-Known Graphic Two nationally-known figures in printing and lithographing industry die . . . W. Harvey Glover, former president and chairman of Sweeney Lithograph Co., Belleville, N.J., and past president International Craftsmen on Nov. 20 . . . Joseph W. Mazzaferri, owner Colorcraft Lithoplate Co., Philadelphia, killed in plane crash Dec. 1. He was prominent in Lithographic Technical Foundation and Education Council.

Summerfield Will Ask Letter Rates Jump Soon

Another increase in letter mail rates will be requested by Postmaster General Summerfield when Congress reconvenes next month. Rate may be high enough to cover dispatch by air when necessary for next-day delivery.

New, Fast Press Washer Announced by Miller Co. New press washer announced by Miller Printing Machinery Co. for their cylinder letterpresses. Miller claims unit will clean inker in two minutes . . . job heretofore took 25 minutes. See January New Equipment department.

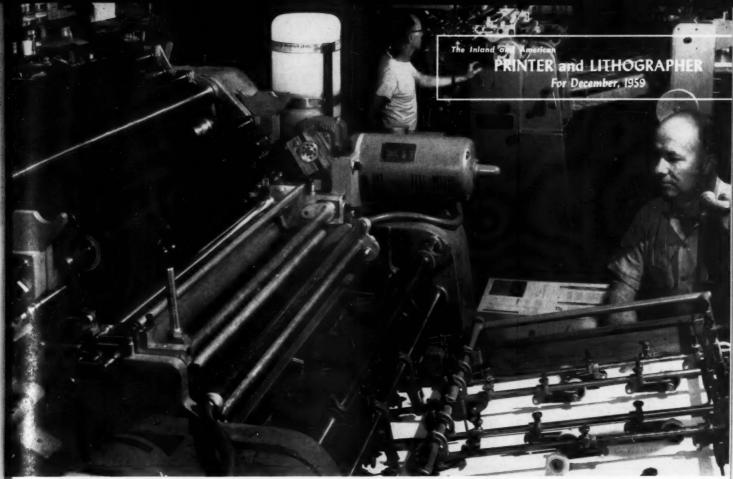
**Fast Newspaper Presses** 

New newspaper presses coming . . . will run 70,000 papers an hour versus 60,000 now top capacity. General Electric making electronic d-c drive systems for them.

**ATF Adds Plastic Plates** And Chemicals to Its Line New line of plastic plates and chemicals for small offset presses announced by American Type Founders . . . plates are available 10x15 through 17x22 sizes either as presensitized plates for photographic exposure or as direct image plates for mechanical reproduction of copy.

**Your Christmas Giving** Vs. Payola Scandals

Watch your company Christmas giving this year. Current scandals on "Payola" in record industry and business bribes generally will cause many to cast suspicious eye on such gifts. Are such gifts made for services rendered or anticipated? Might be better to stop it altogether.



The Dahlgren dampening system is a new development on the offset press scene. It was invented by Harold Dahlgren of Dallas; see description on page 47

# How Dampening Systems Work

- Dampening systems have been the bugaboo of the offset lithographic press since its invention
- Pressmen must learn to cope with problems of various systems and learn about new developments

## By Charles W. Latham, Offset Editor Inland and American Printer and Lithographer

The dampening system has been the Peck's Bad Boy of the lithograph press since its invention, and has been blamed for about half of the pressman's troubles.

If the plate scums or catches up, the dampening system is blamed. If the plate prints gray or goes blind, it is the fault of the dampening system. When the ink will not dry, the paper curls, the ink emulsifies, or the rollers strip, it is always blamed on the system.

Thousands of complaints have been voiced by pressmen and many thousands of dollars have been spent in efforts to improve the dampening system.

Actually, the fault does not lie entirely with the dampening system. Much of the trouble is caused by the water itself. In fact, it starts with the need for water in this process. Lithography as a method of reproduction was simple and far less criti-

cal in its early days. Stones were used instead of metal plates and the presses were slow flat-beds that printed direct from stone to paper. These stones were from two to five inches thick and absorbed moisture readily. When etched with acidified gum, they would stay clean without surface moisture.

The inking rollers were leather-covered, and if some excess moisture was picked up by the ink, the leather absorbed it. Whenever ink showed the least sign of emulsification, the pressman stopped his press and scraped the water out of his rollers. Pressmen were not so rushed in those days.

#### Dampening Less Critical Then

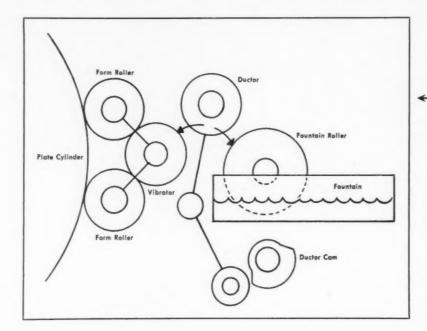
Another thing that made dampening less critical was the fact that these were direct printing presses. More ink was deposited on the paper by direct contact, so more ink was being fed down through the inking system to fight excess water. The

paper, too, would soak up any excess moisture that might be present on the plate. Of course, ink was slow to dry but practically all jobs were racked instead of being piled high in a delivery.

The dampening system on the stone press was virtually the same as the standard system employed on the offset press. It had a pan to hold the solution, a pan or fountain roller, a ductor, a vibrator, and two molleton-covered form dampeners. The system could not be called a precision unit. But it did the job because of the stone, the leather rollers, and the direct system of printing.

Today, we have an entirely different set of factors. One is that we use metal plates that do not absorb moisture. Moisture is held in an extremely thin hydrophilic film left on the plate by the etch, or in the case of presensitized plates, a film put there by the manufacturer.

Another factor is the elimination of leather-covered rollers. There is nothing



to soak up excess moisture if it is allowed to occur.

Factor three is the blanket which in the offset process, contacts the plate. The blanket will not absorb any excess moisture and it will take only a thin film of ink, less than half that run by the direct method. With so little ink feeding down, it is easily emulsified.

So the condition became critical with the introduction of the offset press, but the pressmen mastered it and turned out some beautiful color work in seven and eight colors, printing one color at a time.

Today, anything critical, demanding a high degree of skill, has no place in production. And to aggravate the condition, we have gone to four-color reproduction and are rapidly accepting plates that are practically grainless.

#### Some Pressmen Have "Touch"

Some pressmen take all this in stride; they seem to have the "touch." Others stumble and complain. So we have a choice of educating the stumblers or making a press that less skillful men can operate. With so little real, old-fashioned training being done and so little time to do it in this expanding business, lithography must cease to be a craft and become a push-button operation.

Mullen Air Doctor Dampening System does away with rollers. The fountain solution is applied to the press plate by the chrome roller at point A. Excess fountain solution is removed from plate at point B where air, under pressure, is directed against the cylinder to act as "dam" which rolls the water back so that it can be drawn off by the vacuum inlet at point C. Enough fountain solution remains on nonprint areas so that they do not pick up ink while print areas are virtually dry

The whole trick in dampening is to run as little water as possible and still keep the plate clean. The margin between too little water and too much water has grown very narrow. In cutting down the water to a minimum with a standard dampening system, any little variable will cause a catchup, and it is difficult to control or eliminate all of these variables. If just one part of a form roller or the ductor is slightly greasy or small in diameter, there will be trouble. If just one area of the fountain or

This is conventional dampening system. Ductor roller, which moves back and forth from fountain roller to the vibrator, picks up fountain solution from the fountain roller and transfers it to vibrator. Form rollers pick up fountain solution from the vibrator and apply it to the press plate

vibrator does not take water in an unbroken film, a catch-up may occur.

To guard against variables that may cause trouble, the average pressman will increase the water feed until the plate stays clean but prints gray. The ink emulsifies, cannot transfer properly, and it is slow in drying. The paper gets too much water and curls. Stripping and ink piling on rollers are also results of too much water.

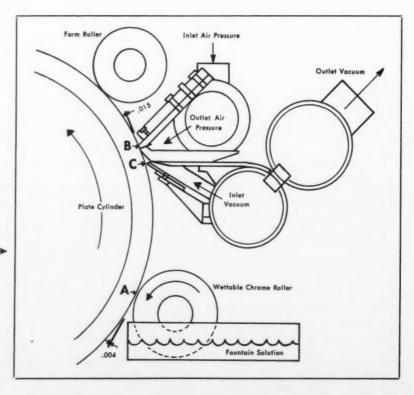
#### Rollers Changed to White Metals

One of the first major improvements made in dampening systems was to change the vibrator and fountain roller from brass to white metals, such as aluminum and chrome, which have more affinity for water than brass does.

Another improvement was to have the system driven by a separate motor, rather than by the press gear train, allowing greater precision and a wider range of adjustment.

Another was the lengthening of all rollers in the system to overcome a universal tendency toward catch-up at the sides of the plate.

Recently, paper covers were introduced for the form rollers to take the place of molleton covers. This accomplished two things. One is greater accuracy of diam-



eters. It was almost impossible to put a thick base material and a thick molleton cover on a stock and get a true cylindrical roller. Variations in fabric thickness and tension made these rollers about as accurate as sausages. However, with the paper covers, the rubber-covered stock is precision ground. The caliper of the paper is uniform and rollers can be set to the plate with precise, uniform contact. Even the overlap of the spirally-wound rollers has little or no effect. The contact is so perfect that one paper-covered form does a more uniform job than two molleton forms.

Another advantage of paper over molleton is the elimination of loose fibers. A dampener cover stays relatively clean because when the hydrophylic fibers are fully swollen with water, greasy ink will

not stick to them.

Some of the fibers in the molleton are not in close enough contact with the other fibers to assure good water transfer. In other words there is a good deal of air in even a wet molleton cover which causes partial drying. The dry fibers take ink.

In paper covers every fiber is in close contact with other fibers, wetting is uniform, and covers stay clean longer.

As important as these improvements seem, they still do not bring us to the push-button stage. Many pressmen still have trouble controlling their dampening, and they just do not or cannot take the time to learn the skill and develop the touch that will keep them out of trouble.

#### System Developed in Texas

Some time before World War II a patent was issued to John Goedike in Texas on a method of feeding water directly to the back ink form roller. This eliminated dampener forms entirely which reduced plate wear and introduced precision contact at the same time. Furthermore, there were no covers to get dirty and cause variables. A train of regular composition ink rollers carried water from the fountain to the ink form. Water feed adjustment was accomplished by raising or lowering the height of water in the fountain. While this was a crude mechanism, it was the first direct departure to attract attention.

Some years later some small presses appeared on the market using a modification of this system. Quite recently, a wellengineered modification of this system was introduced. While all of Goedike's train of rollers became inked and turned at press roller speed, the new system uses a white metal roller that stays clean and turns at a reduced speed.

It is claimed that the contact settings in this system are not critical and that the feed control is excellent. From the amount of interest that is being shown, this system may be the one to bring us nearer to the push-button area.

It would be difficult to guess how many attempts have been made to change our (Turn to page 96)

# **Dahlgren Dampener System Feeds** Water Direct to Inking System

A new system of dampening, based on the principle of feeding water to the inking system, has been developed by Harold Dahlgren of Dallas.

Development work on the Dahlgren dampening system began about five years ago. After many different devices had been built, Mr. Dahlgren began to explore the principle of feeding water to the inking system.

Drawing (right, below) shows standard arrangement of fountain, ductor and vibrator rollers which was adopted for economic reasons. This part of the dampener was supplied by the press manufacturer.

On the Dahlgren system the water goes from the metal vibrator roller, to a sponge-rubber roller #13 which accepts water readily and functions as a storage reservoir.

The water travels to a specially plated metal, completely water receptive roller (#12) and then to the soft rubber ink form roller #1 which carries it to the plate.

Both rollers—the metal roller #12 and the sponge-rubber roller #13-run as idlers. Neither is gear-driven. Adjustments are simple; only normal accuracy of the settings is required. The cloth- or paper-covered rollers are eliminated.

The Dahlgren system is now in daily operation on 30 single- and two-color presses, in 12 plants. Two units have been installed on a 22x34 two-color press at the Lithographic Technical Foundation research laboratory in Chicago.

The advantages claimed for the Dahlgren system are:

(1) No dampener roller contact with the plate means (a) less lint transfer and fewer hickies; (b) dampener rollers do not have to be changed when changing colors; (c) dampener rollers do not build up ink in solid areas; (d) presensitized plates seem to run longer.

(2) Because dampening is improved, up to 50% less water is required. This means that these claims are made for the process: (a) it is possible to print with letterpress enamel paper stock; (b) better color is obtained; (c) there is less emulsification of the ink; (d) better register is possible all over the sheet; (e) drying is faster; (f) set-

(3) Because a balance between ink and water is obtained rapidly, it is claimed that jobs are started faster and there are fewer waste sheets.

Aiming at a dampener unit without any water-absorbent rollers because he believes they are the chief cause of inconsistent feeding of water, Mr. Dahlgren began work on the second of his two steps for dampener improvement. It was first tried about six months ago.

Roller #12 is the same as before; it is the specially-plated, completely water-receptive metal roller. Roller #14 is new; it is made of a soft rubber, which is not water absorbent. It runs in a pan of water and is geared to #12 so that both rollers run at the same surface speed.

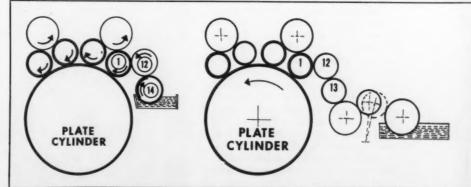
These two rollers are driven, independently of the press, by a 1/4-hp, variablespeed motor, electrically controlled by a

The speed is set to meet dampening requirements; once adjusted, it usually remains constant whatever the speed of the press. Normally, the surface speed will be from 25% to 50% less than the surface speed of the plate cylinder.

Since roller #1, the first ink form roller, must run at exactly the same surface speed as the plate cylinder, there must be considerable slip between rollers #1 and

There is no appreciable friction caused by one roller going faster than the other (Turn to page 91)

At left below is a diagrammatic drawing of the Dahlgren dampening system. At right is a standard arrangement of fountain, ductor, and vibrator rollers. See page 45 for photo of Dahlgren system



# THE CHICAGO CLUB OF PRINTING MARK NAT THROW MARKE INT An informative, illustrated program presents the new language of magnetic characters and shows how today, you can successfully imprint with magnetic that the problem of harding bank check encoding documents. SEE ... The answer to the problem of harding bank check encoding documents. SEE ... An extual demonstration of successful magnetic thic character fleeogration and a bank offer solve the problem of encoding documents. SEE ... An extual demonstration of successful magnetic thick check encoding with the A. B. Dick offset check imprinter. A panel of experts will give you the TRUTH about magnetic character encoding. A panel of experts will give you the TRUTH about magnetic character encoding. A panel of experts will give you the TRUTH about magnetic character encoding. A panel of experts will give you the TRUTH about magnetic character encoding. A panel of experts will give you the TRUTH about magnetic character encoding. A panel of experts will give you the TRUTH about magnetic character encoding. A panel of experts will give you the TRUTH about magnetic character encoding. A panel of experts will give you the TRUTH about magnetic character encoding. A panel of experts will give you the TRUTH about magnetic character encoding. A panel of experts will give you the TRUTH about magnetic character encoding. A panel of experts will give you the TRUTH about magnetic character encoding. A panel of experts will give you the TRUTH about magnetic character encoding. A panel of experts will give you the TRUTH about magnetic character encoding. A panel of experts will give you the TRUTH about magnetic character encoding. A panel of experts will give you the TRUTH about magnetic character encoding. A panel of experts will give you the TRUTH about magnetic character encoding. A panel of experts will give you the TRUTH about magnetic character encoding. A panel of experts will give you the TRUTH about magnetic character encoding. A panel of experts w

When Chicago Club of Printing House Craftsmen scheduled program on magnetic inks at November meeting, the program committee issued giant-sized check with new especially-designed type characters printed in simulated magnetic ink as a reminder to members to attend meeting. Original was 17x5½ inches

# Magnetic Inks Pose New Problems

- Printers producing checks with magnetic codes must guard against 277 errors that may occur
- Samples of imprinted checks must be tested with special equipment by trained personnel

Most of us in the check printing field have been concentrating our efforts on magnetic ink encoding since we received the specifications issued last April by the American Bankers Association. None of us can qualify as an expert, but we are headed in the right direction.

My purpose is to appraise the check printing industry's status in this program, to impress you with its magnitude and the necessity for strict compliance with the rigid requirements.

Each check is handled about seven times before it is charged against the depositor's account. So checks are as near a "natural" as possible for improved handling methods in banks.

Use of inefficient methods forced a study of means for automatic sorting and accounting. Magnetic ink encoding was found to be the only really practical method. Actual design of encoded numbers was officially approved in December, 1958.

#### Quality Not Good Enough

Imprinting quality in the past was not as good as good lithography or letterpress work. This we can freely admit, considering the price for which the imprinting was done. It was impossible to turn out a first quality job. We were not required to print for anything other than the human eye. We merely printed as fast as we could to make the results look as good as possible, and a number of us spent a lot of time trying to improve quality by spotting and eliminating errors.

There were at least 17 ways to spoil an imprinted check. Let's compare that with what faces us now. Take, for example, a

check carrying approximately 20 magnetic ink encoded numbers or symbols. With each one there are 13 things that we can do wrong. We can fail to meet 12 rigid specifications. The 13th way to spoil a check is just to print wrong numbers or symbols. So instead of 17 possible errors as in the past, we now have 20 times 13 plus 17, or a total of 277 things to worry about

## By Edward A. Robinson Vice-President, J. C. Hall Co., Pawtucket, R. I.

Mr. Robinson presented talk on "Magnetic Printing of Business Forms and Checks" at Nov. 18-21 convention of National Association of Photo-Lithographers. This is an adaptation of his speech



Why? Because the prime purpose of magnetic ink encoding on checks is not for reading by the human eye, but for recognition by the electronic reading systems, which can identify numbers and symbols only if they fall within a specific pattern. Encoded matter must be of a certain design and in a certain location. It must emit a certain amount of electrical impulse in order to be correctly identified.

The human eye recognizes a "6" if it reasonably resembles one. Electronic equipment identifies it as a "6" only if it conforms to rigid specifications. So magnetic ink printing must be specific, and even more precise than can be determined by visual observation.

#### **Detailed Encoding Specifications**

Immediately after determining that magnetic ink would be the most practical method for encoding checks, work began on the development of detailed specifications in line with the capabilities of reading systems and, to some extent, the capabilities of printers. Encoded material was field-tested before specifications for the E-13B common machine language were released. Several companies specializing in check printing encoded checks for evaluation by accounting and sorting equipment manufacturers. The specifications have been thoroughly analyzed, even negotiated between us and the machine people. As a result, they have been revised in minor

Printers of encoded material have their work cut out for them. We not only have to place the information in specific places on the check, but the information itself must adhere to rigid specifications with limited tolerances. Not only do we have to worry about what goes on the check as encoded information, but we have to be sure that nothing else goes on it. This calls for a very definite upgrading of the imprinting operation. I am sure most of you who are doing other types of work would be quick to admit that your quality does not come up to the high level required for magnetic ink encoding.

What is available to help us determine that what we are doing is correct, that we are printing to the required standards of excellence? Here we enter the field of quality control or, as it is often called, inspection. This means not quick-look final inspection, but process inspection for controlling quality at various stations, from receiving through shipping. Such inspection involves three factors: the method, testing, and trained personnel.

The method recommended by the Bank Stationers Section of Lithographers and Printers National Association is the IBM .001 system, based on statistical sampling, meaning that what is found true of a certain number of pieces, sheets, or checks can be considered true for the entire run. Samples must be tested to make sure they comply with the 12 specifications. Very little test equipment is available so far.

Method and equipment are useless without trained personnel. Operators or pressmen have to learn how to work with magnetic ink, how to spot good or bad work. Supervisors must be trained. Quality control personnel must be trained to know the specifications, how to use the testing equipment, and to exercise judgment as to what will go and what won't. Above all, they must be trained to know statistical quality control sampling.

#### Control Program May Be Eased

Some day such an elaborate quality control program may not be necessary. Maybe electronic devices will be built into presses, cutters and perforators for keeping work in line with specifications, but I do not think this would eliminate all inspection.

Whether or not our printing must conform 100% with the specifications is a very important question. We have found that the electronic machines will probably read better than the specifications indicate. Another factor should be examined before we take this too seriously.

Encoded documents are examined immediately after they come off the press, before they go into public circulation. Encoded information will undoubtedly lose some effectiveness while checks are being handled, carried in billfolds and mutilated. So there is justifiable reason for the specifications being more restrictive than the actual requirements of the reading equipment.

It has been determined that if the printing immediately off the press meets the



"At last, Hubert—The mystery of our missing magnetic coded checks is solved!"

required tolerances, in general it will still be in condition to be read by the equipment after it has been given normal handling. That's why it is necessary for us to print in accordance with the specifications.

We cannot meet all the specifications 100% of the time. There are five specifications which are difficult for us to meet at any time on a production basis. There has been some definite improvement since April, and I hope that it is only a matter of time until we can meet all specifications on a production basis. Meanwhile, we can assure customers that a high percentage of our work will conform with specifications and be readable in the equipment.

There are any number of other applications for which magnetic ink encoding would be a solution to the problem of handling large volumes of paper work. For example, airline tickets, retail credit reports, public utility bills, and credit agency cards. I am sure that check printers will have most of the bugs worked out before magnetic ink printing finds other applications. We have not sat back and said the problems were insurmountable. We have studied, analyzed and negotiated in order to do the job. People who say magnetic ink encoding is no problem evidently have not been educated. Those who say it can't be done are not facing facts.

There can be no doubt that satisfactory encoding requires extra close supervision of production as well as thorough inspection. Work cannot be delivered without assurance that it meets the requirements.

This transition from imprinting to magnetic ink encoding will probably prove to be only the beginning of new and different requirements placed upon the printing industry. I am sure that as an industry we can resolve technical and production difficulties, and that out of this challenge can come greater areas of service and profits for the whole graphic arts industry.

#### Are You Bent on Suicide?

How many jobs have you taken lately at a price which not only disregarded profit but disregarded known costs at the same time? Will this kind of production hold the customer for you? Would it be better to do less production volume and maintain a profitable operation?

Let's face the situation squarely, and reëxamine operating costs. A price which reflects an unusually low estimate is generally the gloomy product of operating cost ignorance.

Pricing is not a haphazard process. Certainly we realize that cost fluctuations in printing may be greater than other industries. But in order to survive you must receive adequate payment for the services you render.

Careless pricing is suicide! Administration of a sound pricing policy is a "must" in an era of intense competition.

When a printer absorbs costs rather than pass them along to his customer he is in effect taking money from his bank account and paying his customer to let him do his printing. Where else can cost increases be absorbed except from profits?

—Graphic Arts Hi-Lites.



The front entrance to San Diego plant is at street level but is in the upper level of the building which is situated on a sloping lot

# San Diego Printers Build New Plant For Fourth Expansion

Neyenesch Printers & Lithographers began business on West Coast in 1899 during big population boom

New two-level, 30,000-square-foot building houses composition, letterpress, and offset equipment

Neyenesch Printers & Lithographers, a 60-year-old San Diego printing firm, has just moved into a new, \$½-million plant at 2750 Kettner Blvd.

The 30,000-square-foot building, designed by Louis Bodmer and built by R. E. Hazard, Jr., Inc., incorporates a number of advanced ideas in printing plant design. The steel and concrete block, two-level building is air conditioned throughout and, in addition, features both humidity and acoustical control.

The Neyenesch brothers, John, Robert, James, and Fred, who own and manage the firm, report that this is the first major printing plant in southern California to feature acoustical control in composing and pressroom areas. To maintain maximum sound deadening, a suspended acoustical tile ceiling covers all high-noise-level shop areas. In addition, acoustical tile lines the sides and tops of the five, 75-foot-long sawtooth skylight recesses over the main production floor.

Temperature control is achieved in the large plant with a thermostatically-controlled heating, cooling, and dehumidifying system.

To reduce work area temperature further and to eliminate dust, all the presses in the lithographic and letterpress departments are equipped with exhaust hoods and roof-mounted exhaust fans.

Lighting throughout the shop and office areas is provided by fluorescent lamps. In the production department the lights are suspended in reflector troughs below the ceiling, and in office and reception areas they are flush-mounted in the ceiling and are covered by translucent plastic panels.

Located on a sloping lot on Kettner Blvd., near downtown San Diego, the Neyenesch plant has its 5,800-square-foot office located on the Kettner Blvd. level. The lower level of the building, measuring over 23,000 square feet, begins under the office area and continues west to the railroad tracks, a distance of more than 180 feet.

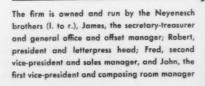
An unusual feature of the new plant is a power-driven, belt-type conveyor that connects the shop and office areas. The two-way conveyor is used to carry engravings, artwork, and other materials from office to shop and to return printed material from shop to office. In addition to the conveyor, a specially-designed chute connects the order desk in the upper level with the plant superintendent's office on the floor below. This is used to speed production orders to the shop.

The superintendent's office, glassed on three sides, is located three and a half feet above the main production floor, directly between the composing room and the pressrooms.

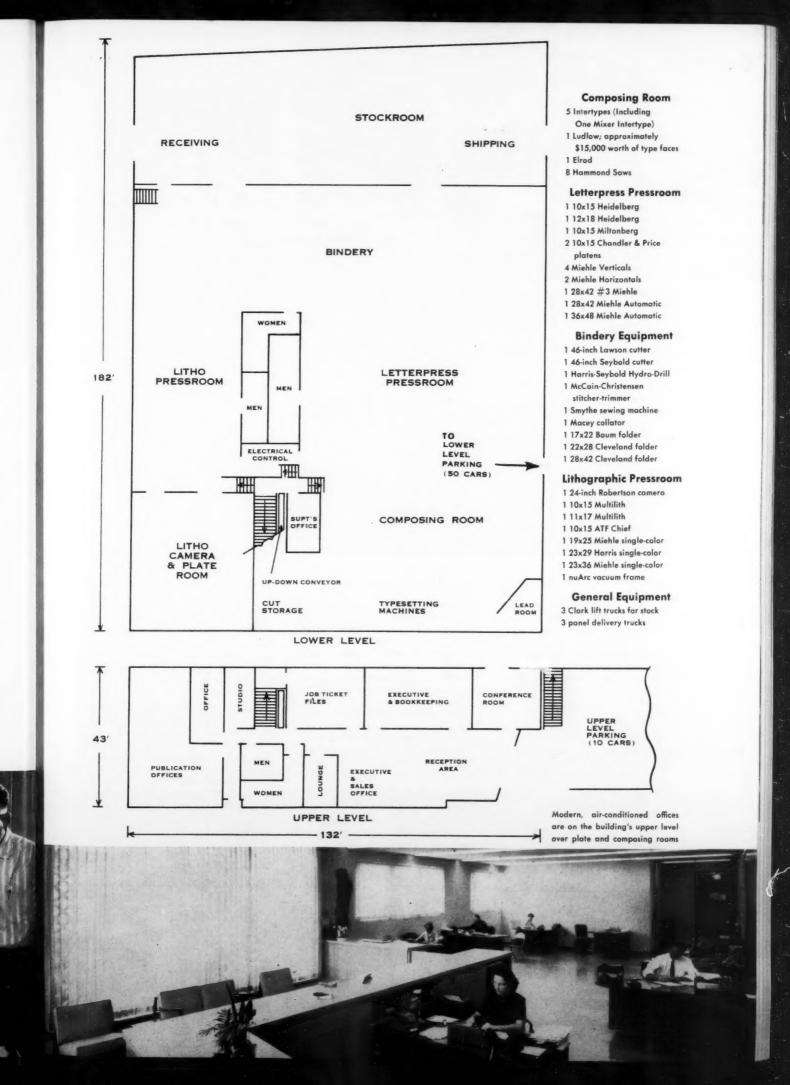
The lithograph and letterpress departments of Neyenesch Printers are separated by an 18x50-foot section that houses rest rooms, locker rooms, and the plant's main electrical controls. The level immediately above the electrical control center is occupied by the plant's heating and ventilating equipment.

An unusual feature of the plant is a special room for melting and reclaiming metal for the firm's seven typecasting machines. Concrete block walls surround the room, and special hoods and exhaust fans gather and dispose of toxic lead fumes. The danger of fire in the metal room is still further reduced by a system of ceiling sprinklers.

The entire plant is also equipped with a sprinkler system. In shop and office areas











sprinkler heads are located between the roof and suspended ceilings as well as below the ceilings.

The west end of the building, an area of nearly 6,000 square feet, is occupied by receiving, shipping, and paper storage departments. As the paper storage area is adjacent to the lithographic and letterpress production areas, paper can be moved quickly from storage to the presses, then to the nearby bindery, and on to the shipping department.

The 23,000-square-foot main floor is divided into five major areas: receiving, paper storage, and shipping; letterpress composing and pressrooms; lithographic camera room; lithographic pressroom, and bindery.

The Kettner Blvd. level of the Neyenesch plant provides off-street parking for 10 cars, while a large, lower-level, paved area will accommodate 50 cars.

The nearly 6,000-square-foot office area contains general offices, reception area, rest rooms, file rooms, and a 21x22-foot wood-paneled conference room, from which sliding glass doors open on to a rooftop sundeck. Lath and plaster construction is featured in office and production area restrooms.

The four Neyenesch brothers occupy a single 22x35-foot office. This is separated

Composing room at Neyenesch has five Intertypes, a Ludlow, an Elrod, and approximately \$15,000 worth of type faces. The company also has a lithographic camera and platemaking department. The letterpress pressroom (below) is equipped with a total of eight presses that range from 10x15 platens to a 36x48 Miehle Automatic

from the reception area by a corrugated glass wall.

Glass walls surround two sides of the main entrance and reception area. A concrete block screen shades the reception room from early-morning sun. Concrete block planters are situated on either side of the glass doors at the entrance to the plant.

In commenting on the new plant, a Neyenesch spokesman said, "The entire arrangement of our new plant is designed to improve production through speeding the flow of work from one department to the next and, at the same time, to improve working conditions through convenient arrangements and control of noise and temperature."

The firm's recent transfer to new quarters is the fourth such move in its history. When the late W. B. Neyenesch established Neyenesch Printers in 1899, San Diego was in the middle of a population boom that has continued to this day. Within 10 years after Mr. Neyenesch started his firm, the population of the city doubled. His printing plant had to expand to meet the growing demand for its services.

In 1941, the company made its third move, this time into a large, specially-designed building, but the wartime demands of San Diego's defense industries quickly outstripped plant facilities, and the building was expanded again and again. Work and storage areas were nearly doubled in size. The latest move of Neyenesch Printers and Lithographers takes the firm into a plant designed for expansion, and, if its history is any indication, this expansion is certain.

The lithographic pressroom has six presses that range in size from a 10x13-inch Multilith to a 23x36-inch Miehle. All presses in the Neyenesch offset pressroom are single-color units. Pressrooms, like all major noise centers in the plant, have acoustical tile ceilings. The building also has temperature, humidity control throughout







# Richard R. Armstrong is executive vice-president of Hillison & Etten Co., 55-year-old, Chicago advertising and financial printers. He is a director of the Printing Industry of Illinois, a member of the professional advertising fraternity, Alpha Delta Sigma, and a member of the Midwest Pharmaceutical Advertising Club.

Mr. Armstrong is a graduate of the University of Missouri where, for two years, he was president of his fraternity, Sigma Alpha Epsilon. He received a Bachelor of Journalism degree with a major in advertising in 1941. After graduation, he worked with the U.S. Department of Justice and later served with the U.S. Army from 1942 until 1945.

He joined Hillison & Etten Co. in 1946 in the production department and later moved to the sales department. He became secretary of the firm in 1950, treasurer in 1953, executive vice-president in 1954, and a director in 1955.

#### **Case Histories in Selling**

This article is the eleventh of a series of case histories on selling printing and related services by John M. Trytten, to whom outstanding members of the printing sales fraternity have told their stories. Sales ideas and fundamentals brought out are directly applicable to day-to-day selling. These case histories will provide excellent ammunition for your salesmen. Mr. Trytten has had many years of experience in selling printing in Milwaukee and other cities.

# How I Got Big Color Job By 'Product Engineering'

My competitors figured on process plates but I discovered how to use flat colors and screens to get a lower estimate

By Richard R. Armstrong as told to John M. Trytten

"Product Engineering," as applied in other mass-production industries, is almost nonexistent in the printing field.

Yet contract manufacturers (as we are) in many other industries, such as metal-working, engage in substantial research and development of special techniques and methods of producing the individual orders.

This instance is one where we applied the product engineering approach—gaining not only a sizeable order but substantial continuing business.

#### Wanted Colors Matched

One day, I was asked by one of my accounts to view a prospective job. So far, we had done only ad reprint folders and similar small work for them. Examination of their comprehensive sketch indicated that this was a sizeable project. The dummy consisted of 36 pages plus a four-page cover and was filled with various shades of colors throughout. This artist's dummy had been approved "as is"—in fact, the customer demanded the strictest adherence to these colors.

Many of the job's illustrations suggested four-color process immediately. A competitor for this work pursued the process-color angle exclusively; a second competitor indicated right off that they couldn't handle it. The account man took the dummy to a lithographic platemaker, who also concluded that process was the only answer to color fidelity—and quoted a plate price of some \$16,000.

After perusing the dummy for some time in the customer's office, I felt there was an outside chance that this could print in four or five flat colors. The wide color range, I figured, could be obtained by combining various screen values of the colors employed. But we had to assure the customer—and ourselves, too, of course—that this could be done without impairing or altering the colors appreciably.

I spent hours probing and discussing this approach with our platemaking foreman and production staff. We decided we could get the desired results using screen tints of flat colors. Our estimate for composition, plates, paper, printing, and binding was several thousand dollars below the estimated four-color process platemaking price alone.

What gave us confidence that we could match the colors as required was the development of an ingenious proofing plate. Tints and solid values were arranged on it in such a way that we could print and overprint a number of different colors—giving us many different shades that we could correlate with the customer's original dummy.

We presented our proposed production methods to our customer in considerable detail to convince him of the soundness of our planning—and to give him an appropriate sense of participation with us in the project. Needless to say, we also quoted the substantially lower price in a final effort to outwit our competitors.

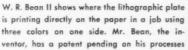
#### We Matched Colors Exactly

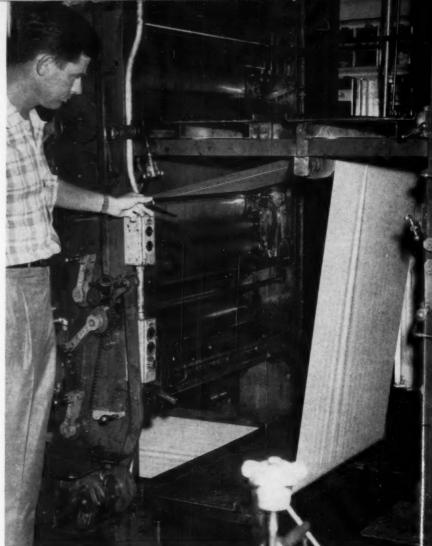
Both methods and price were accepted. At this point, our platemaking superintendent and I met with the customer, and as a group we compared our special proofings of color combinations with the dummy. Exact color and screen selections were made for each shade in the dummy before the art itself went before the camera.

The completed job itself, a faithful reproduction of the dummy, was complete justification for the time, trouble, and expense invested in the preliminary engineering we had done.

And this order proved a stepping stone to other and even larger projects for the same customer—because of this performance demonstration, our careful and painstaking approach, and the customer confidence it created.

# How One Two-Unit Offset Perfecting Press Does Tricks





- W. R. Bean, Inc., Atlanta, prints four-color process in one run through two-unit press
- Firm also prints three colors on one side and one color on the other in one run

In one press run a two-unit perfecting offset press can print four colors on one side of a web or three colors on one side and one on the other. This discovery was made by W. R. Bean II in the plant of W. R. Bean & Son, Inc., Atlanta, where thousands of circulars, broadsides, and other pieces have been printed this way, using Mr. Bean's method.

The diagram with this article shows how the process works. The dotted line illustrates the route of a web being printed with three colors on one side and one color on the other. The solid line shows the route of a web being printed with four colors on one side. In the four-color method the wet side of the sheet never touches an idler roller. Both processes use a combination of direct lithography and offset lithography.

According to Mr. Bean, the web goes through the following stages in the threeand-one printing operation: (1) The web passes under the first unit and travels around two idler rollers.

(2) It winds between plate B and blanket B, receiving a direct impression from plate B.

(3) It passes around the blanket B cylinder, getting an offset impression from blanket A. It now has two colors printed on the top of the sheet, one directly from plate B and one by offset from blanket A.

(4) Finally, the web passes between blanket C and blanket D, receiving an offset impression on both sides and being delivered with three colors on the top and one on the bottom.

The method of producing four-color flat or process work on one side of a web involves a more complicated routing of the stock, but it prevents the wet side of the paper from touching an idler roller at any point. The rollers marked with an X in the diagram are extra rollers that had to be installed on the press to perform

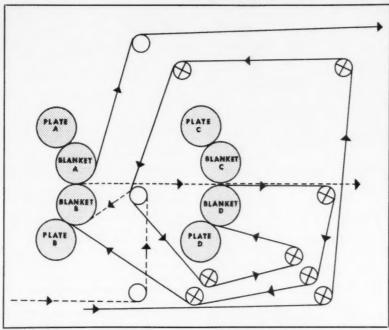
these special printing operations. The method of four-color printing on a twounit perfecting press is illustrated by the solid line in the diagram on page 55. It is as follows:

(1) The paper travels under both press units to an idler roller. Then it goes up to a second roller above the units, back to a third roller above unit two, down and around a roller between the units, down further and around a roller beneath unit two, and around a roller in front of unit two. At this point it enters the second unit, after traveling all the way around it by means of six rollers.

(2) The stock receives a direct impression from plate D as it passes between plate D and blanket D.

(3) The stock continues around the blanket D cylinder and receives the second color by offset impression from blanket C.

(4) After the impression from blanket C is printed, the web leaves the second On a job printed four-color process on one side the printed side of a web never touches a roller



Dotted line shows the web route in a three-and-one-color job. The solid line shows the route in a four-color job printed on one side. The rollers marked with an X had to be added for these processes

unit and travels around a series of three rollers under the second unit and back to the first unit.

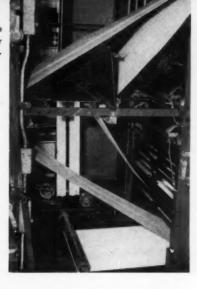
(5) The stock enters the first unit between plate B and blanket B, getting the third color by a direct impression from plate B.

(6) The web passes around the blanket B cylinder and receives the fourth color by an offset impression from blanket A.

(7) The paper travels up from the blanket A cylinder to a roller above the units and goes through the top dryer.

Mr. Bean says that by using this method his shop can turn out good quality process work in excellent register. Both the three-and-one-color and process-color methods have been found to work well on groundwood paper, newsprint, offset stock, and inexpensive coated letterpress paper. He pointed out, however, that the ink and water balance in direct lithography varies from that used in offset lithography water must be carried on any plate that prints directly because the paper carries the water off in larger quantities than the blanket does in the offset method.

The water from the plate does not seem to harm the printing quality of the paper or cause picking, according to Mr. Bean.



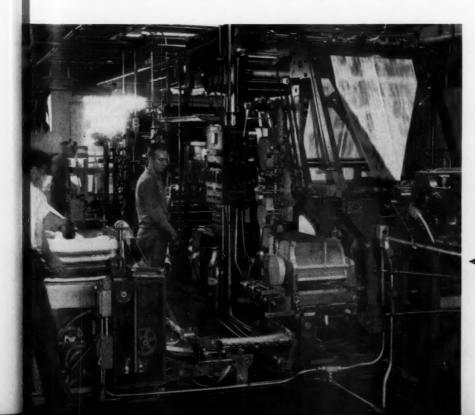
He also said that colors appear more brilliant and the lint problem is greatly reduced with softer papers. Cylinder packing, however, must be handled carefully when direct and offset lithography are combined because the direct impression prints the true length, whereas the offset impression prints an elongated length. This must be corrected by carrying less packing in the blanket cylinders than in the plate cylinders that are used to print directly.

W. R. Bean & Son, Inc. have found that plate life in combination direct and offset lithography is much longer than in conventional offset lithography when running newsprint. The firm has also discovered that the tension problems encountered in the normal web offset operation are considerably reduced because the paper wraps around the blanket cylinders. As a result, the cylinder has a steady, firm contact with the paper, making the web feed the exact amount needed for folding and sheeting.

Mr. Bean, who believes the possibilities of combination lithography to be unlimited, pointed out as an example of its potential that any shop with a four-unit web perfecting press can use his method to print 32-page magazine signatures with process color on one-fourth of the pages, two colors on one-fourth, and one color on the remaining half. This, he said, could be accomplished with two webs, using the combination method on one unit and the conventional offset method on the next two to print the first web. The second web is printed on both sides by the fourth unit.

He also said that his shop had successfully double-ended its perfecting press to produce process-color on both sides of a half-width sheet.

The Atlanta firm has found that its process has been enthusiastically accepted by its customers. It, of course, also has the advantage for the plant of permitting it to compete on complicated color work.



Combination direct and offset lithography on a 22%x36-inch Hantscho press enables Bean to compete favorably on large multicolor work



# 1960 Printing Week Plans Under Way in 250 Areas

By Gerald L. Flood, Chairman International Printing Week

The 16th anniversary of Printing Week, which will be celebrated Jan. 17-23, will present a far different picture than the original one held by the Newark Club of Printing House Craftsmen. The single event has grown to be an international event in which more than 250 areas are participating. During 1959, Printing Week became more truly international with the scheduling of an observance in the Philippines in May, and now comes word that the Craftsmen of Cape Town, South Africa, will be celebrating Printing Week early in 1960.

During the 15 years since the first observance, there have been many innovations that have helped Printing Week's phenomenal growth, and it appears that 1960 is going to have another "first" that may well set a pattern for many other fine celebrations.

By the time this is in print, it is our hope that the plans of Paul M. O'Brien will have been completed and he will have made an announcement of his idea. Paul is the energetic secretary of the New York Printing Week Council, and it was our good fortune to discuss his idea with him during the Printing Week luncheon at the recent Craftsmen's convention in New York.

The New York council will start off its Printing Week with the annual Franklin Award Dinner on Monday night, Jan. 18. The award recipient, as announced Dec. 1, will be Henry Cabot Lodge, United States representative to the United Nations. Mr. Lodge will receive the award in recognition of his leadership in the search for peace and justice in world affairs. It is hoped that the program and the talk by Mr. Lodge will be broadcast on a radio network.

If the broadcast idea can be successfully worked out, Mr. O'Brien will contact all Printing Week chairmen and will give them the necessary information so that the broadcast can be a part of each local celebration. It will be one evening during the week when, with proper publicity, more people can take part in a Printing Week observance than have ever before done so.

It has long been known that cities with a Printing Week council can get better results, and can pave the way for many ideas Dorothy Provine, Warner Bros. star, is "Miss Perfect Type" for 1960 International Printing Week. At left is Gerald L. Flood, International Printing Week chairman, and at right is Thomas L. Cooper of Atlanta, Craftsmen's president

in other areas. This one, coming from New York, is just one example that stresses the importance of community effort.

Probably the baby Printing Week council of the year is the one in Toronto. Just a year ago members sponsored the first observance in their area, and then formed a council that is now off to a very good start. The council has engaged the services of a professional writer to do a good job of publicity.

In its second year of organization, the Detroit Printing Week organization, under the leadership of Harry Schramm, has expanded most of its activities. The space for its printing exhibit will be increased by 5,000 square feet over last year. Council members have added another scholarship and will now award two. Four new groups have been added as sponsoring organizations, bringing the total to 15.

It is unfair to report the activities in just a few areas, for many cities are showing the same enthusiasm and doing good planning; it would take pages to give a complete report of what can be expected during the International Printing Week. Rather than miss mentioning even one city that will be staging an observance, we will just say that the American public is going to get its best look at the graphic arts industry in all areas during the 1960 celebration.

Adding to the local observances will be signed proclamations by many state governors and mayors. Just as in New York, nationally-known leaders will address assembled gatherings at elaborate affairs. Contests of interest to students will direct their attention to the advantages of the industry. Open houses will be on most schedules, and public demonstrations of printing equipment will permit the public to see printing plants as they appear in operation.

Contests for the selection of local Printing Week queens to reign during the celebration are now in progress, and winners will be feted at luncheons, appear on radio and TV programs, and make many public

appearances.

Early in October, the International Printing Week Committee mailed 250 Printing Week kits to cities in this country and Canada. Since that time, material has been sent to other organizations which requested it. Printing Week stamps, posters, clip sheets. radio spot announcements, and other publicity materials are being made available free by the committee. A request to the International Chairman Gerald L. Flood, 714 Santa Monica Blvd., Santa Monica, Calif., will bring any of the material that is still available.

## THE PROOFROOM

By Burton Lasky

Questions will be answered by mail if accompanied by a stamped envelope.

Answers will be kept confidential upon request.

#### How Copy Editing Marks Differ From Proofreader's

Copy editing is a regular part of some proofreaders' jobs. Almost all proofreaders occasionally have to mark up a manuscript for the typesetter. It should be self-evident that copy editing calls for an approach quite different from that needed for proofreading, but all too often an individual trained as a proofreader forgets to adjust his normal methods of working when he undertakes to handle a copy-editing assignment.

The most obvious difference is in the technique of marking. Whereas all corrections on proof must be indicated in the margin, marginal notations on manuscript should be kept to a minimum. This distinction is not arbitrary. The purpose of marginal corrections on proof is to allow the typesetter to locate quickly the material which has to be reset. He is not concerned with the rest of the text.

When the typesetter works from a manuscript, however, he must be able to read the entire text as smoothly as possible. Changes unnecessarily drawn out into the margin tend to distract him and slow him down. A line drawn through a word or sentence is enough to indicate that it should be omitted. A delete sign is usually superfluous. Whenever possible, all insertions should be written between the typed lines, directly above the point where copy is to be inserted.

A word of caution regarding the handling of insertions and deletions is appropriate here. It is extremely important for an editor to reread every sentence in which he has made such a change. Only in this way can he discover areas where he has written in an extra word or forgotten to cross out material which ought to be deleted.

The copy editor's approach to text is considerably different from that of the proofreader. The proofreader is concerned primarily with the elimination of typographical errors. Mistakes in syntax and structure and errors of fact fall within his purview, but his function is often to refer such matter to the author or editor for correction. Inconsistencies in spelling, compounding, capitalization, or abbreviation, etc., are also treated by the proofreader in the form of queries, and, in some

types of work, he may have to ignore them altogether.

The copy editor handles the foregoing matters in an almost inverse order of importance. He should, of course, correct misspelling in the manuscript, but that is often the least important part of his job. Establishing a consistent style, however, is one of his prime responsibilities.

As a rule, a copy editor has a wide latitude of choice in questions of style. In most situations in which a choice of form is permissible, he may decide which he prefers. Then he needs only to be sure that the choice in each instance is adhered to throughout the text.

To do this kind of job adequately on a manuscript of any length, the copy editor must write down his choices. Such a compilation is called a style sheet. Maintaining a style sheet is a relatively simple task. It not only permits a more accurate job of styling, but is frequently a time saver. If the copy editor relies only on his memory, he will find that many times he will have to look through earlier pages of a manuscript to recall what he did in a particular instance.

Among the items which should be recorded as the copy editor encounters them are words which may be spelled more than one way (cigaret, cigarette), compounds (micro-organism, microörganism), upperor lower-case forms (Company, company), and abbreviations (C.I.O., CIO). All

names should also be written down together with the number of the manuscript page on which they first appear. Should the name of an individual, company, or organization be spelled differently later on, the copy editor will have to query both forms unless he has some means of verifying the spelling.

This discussion of copy editing will be continued next month.

#### Those Pesky Quote Marks Again

Q. Are there any rules on the placing of punctuation marks inside or outside of quotation marks? We get them every way in copy.

A. According to the rules of grammar and logic, all punctuation should be inside the quotation marks if they are part of the quoted matter; outside if not part of it.

Legal matter usually follows this procedure, and financial work also frequently follows it.

However, typographically, a period or a comma would give a very loose appearance if placed outside quotation marks. Therefore, in good typography, the period and the comma are always placed inside the quotes; the colon and semicolon are always outside the quotes; the exclamation point and the question mark are placed inside the quotation marks if part of the quoted matter, and outside if not.—First to Final.

Stan Whyte, production superintendent of the Boston Herald-Traveler, places editorial copy on the new automatic paper conveyor. This system, the first installed in a newspaper, carries the copy from the proofreaders to the typesetters. The patented chain and clip system delivers the copy to preselected points, reducing composing room confusion and eliminating the chances of losing copy





The Los Angeles Club of Printing Nouse Ceatismen in the August 1959

## CRAFT-O-GRAFS



appin
autors
the
International
Association
of
Printing Bouse
Craftmen

On original of this cover from bulletin of Los Angeles Club of Printing House Craftsmen, the emblems are red, yellow, and blue in order named, type black, as here. Used for process color printing, the hues named have recognized significance

OMICIAL PUBLICATION OF EAST BAT CLUB OF PRINTING HOUSE CRATISMEN. NO. 7

While stunt layouts and anything which might be called freakish would pall as a steady diet and, in the end, degrade the grand craft of printing, they may be justified on occasions for the attention and interest they excite. But the point of the stunt should be evident to viewers, and there should be little to read. Cover of Bay Cities (Calif.) Club of Printing House Craftsmen, reproduced above, meets both stipulations. On the original, the "O" is bendayed for both colors, forming a third

# SPECIMEN REVIEW

By J L. FRAZIER

Why Hand-Set Magazine Text?

JAY MCKENDRY of Palo Alto, Calif .-Thanks for inferentially asking us about "The Journal of Commercial Art." If you hadn't sent the copy and directed attention to the fact, we wouldn't believe any magazine of national circulation is now entirely hand-set. If there were little text, we would be less surprised, and, while word-spacing is very good (meaning close) we are sure capable operators of typesetting machines would achieve a similar result, of course using thin or extra-thin space bands. Unfortunately, most of today's operators are more intent upon setting a "long string" and in making it easy than in doing fine, close word spacing. With some of the opening text in a moderately condensed, light-toned sans serif, possibly not available for machine composition, we thought at first that was the reason for handsetting, but later ran into text set in roman, of which form the machine manufacturers offer myriad equally suitable and fine versions. We're still quite well "up in the air" as to your reason. In our estimation, the publication is exceptionally well done, best part being the inner page make-up. The cover, featured by numerous odd-shaped areas in various colors, is reminiscent of the "early"

Too reminiscent of the earlier so-called modern design, featuring cubism, to suit many, we can take work of the sort on occasion, when, as on your cover, essentials are not overly dominated. Such designs of many parts and colors do tend to scatter attention with too many distinct points of eye attraction. We are thrilled with the soundly modern text pages, especially with the stirring variety and distribution of open spaces, massed in a couple of places rather than formally distributed around type as formal margins. Headings and illustrations are informally placed, the former in a wide expanse of white space-more than most would leave open-at the tops of pages or across the tops of spreads. The effect is lively, but not too much so.

#### **Good Distinctive Type Scores**

BRICKLIN PRESS, Philadelphia, Pa.—Your matched stationary strikes us as being excellent. The name line is in a characterful, contrasty, and moderately bold roman style we do not recall, probably imported. A cistinctive type, which is not made so by freakishness and which is manifestly readable, can do as much in making one's stationery individual as anything, even layout. The center-

Sides and Service
Layout and Art
Production
Typosetting
Proofreeding
Camera and Platensiking
Offset
Letterpreas
Bindery
Mailing
Parking and Delivery

11 graphic arts departments under use reaf

Many companies are known by initials or most significant word of full name, and there may be advantages. On front of folder by prominent Newark (N.J.) printer, initials function as desired and as effective attention-arresters

modernism in the craft. The center piece, figuratively speaking, around which, or in interstices of which, other areas of color appear, is formed of two forms of definite shape, figures "1." The one at left is yellow, bleeding off at left and bottom, and the second, abutting, is lavender-gray, bleeding off at top and right. Some of spaces in color are overprinted with type or illustrations, and the full name of magazine, reading upward, appears between the uprights of the second figure "1." A reverse color rectangular panel printed black in upper-left corner of page shows "ca," the initials of the magazine's name, in large lower-case letters above date line, these showing in the white of the paper.

piece of a letterhead is the four-pica high narrow oval with a lower-case "b" reversed in the upper half printed in red and "p" in the lower half printed in black. The letters match those of the name line at the left of the oval, which is in the lateral center of the sheet. Usual supplementary copy—products, address, and telephone number—appear in two comparatively widely spaced lines of medium weight sans serif on the right of the oval trade mark; the lines, of course, are the same length as the name. The family resemblance between your different forms is maintained by this handling of copy features over all. One has to see new neighbors a few times before he can quickly recognize them

Striking

black and

one angl

-and

refere

merit

tainly

lem o

half c

half i

the pi

our p

38x50

terhea

early

eff. ti

ber fi

ma h

fui ra

an hi

proper; using a it isn't f as being or busin tionary sedate, type win ed by va ed in blifills the Items submitted for review must be sent flat, not rolled or folded. Replies cannot be made by mail

—and remember them. The homely reference should impress all with the merits of repeated impressions, certainly on matched stationery. The problem of hairline register on the upper half of the oval in red and on the lower half in black was handled perfectly in the printing. We're going to gamble on our pressmen doing as well on our big 38x50-inch sheet and include the letterhead in a group to be shown in an early issue. It is at once a simple and effective design. Its qualities assure instant recognition on later letters, assure bettefit of repeated impressions.

#### Question of Taste Here

mod-

nany,

asion.

e not

many

ntion

ttrac-

mod-

irring

oaces,

than

ormal

re in-

e ex-

most ges or

ect is

-Your

g ex-

terful,

style A dis-

freak-

e, can indienter-

G

ges. On

high

versed

"p" in

letters

of the

ducts,

ear in

of me-

of the

re the

ily re-

rms is

atures

a few

them

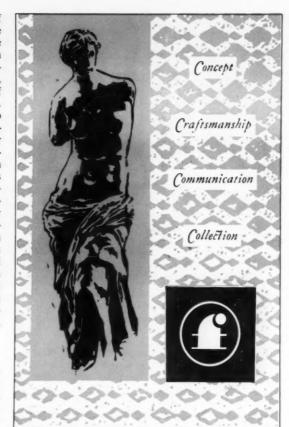
DOWNS, Cleveland, Ohio.

Ou do a good job in general printing as we've known for years. The best items in your latest packet are the mached stationery forms for the Bush fundal service. For the second color, and hing bright or gay would be im-

is due largely to the line illustration of the funeral home in black near the upper right corner and the name line reversed in a wide oval-shaped form printed in blue at the left of and slightly lower than the illustration. Again, we point to comparative weakness of color to lessen any ostentatious show. The feature of the design we want to recommend is the shape of the reversecolor name plate. Just as some color deep enough to make type quite readable would be better and less drab than the black used in most printing, and as there's greater power to attract and interest by means of halftone illustrations in a view book, similarly your panels with reversed type which depart from the routine rectangular form add interest. It's the contrast of form and something apart from the usual that scores. As for the propriety in this case of the big design and the second color, we pass. It could be said, we suppose, correspondence of funeral directors is with suppliers, not customers, making your treatment acceptable.

#### **Point on Letterspacing**

D. R. STAINES of Kitchener, Ont.— Except for one thing, we thrill at your package label in black and silver on fairly deep blue paper. Silver is used for the name at the top and for two 24-point rules flanking the second line, "Printing Co., Ltd.," bleeding off the



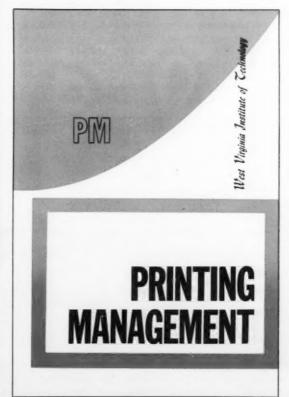
Quality to contemplate in above 4½x6½-inch booklet cover is the affinity in feeling and tone of semi-silhouette illustration and open-like decorative background. Created and designed by Herbert W. Simpson, Evansville, Ind. Run of issue was made with changed colors



Striking front of 11x8½-inch French-style folder of Minneapolis printer, original printed in black and yellow. Significance of illustration, representing "moving day" of an American Indian, is one angle of interest, common characteristic of type and picture—suggesting movement—is another

proper; you showed good judgment in using a dull medium blue. The effect of it isn't funereal, but it doesn't strike us as being unfit for a solemn profession or business. Some might feel that stationary for a mortician should be ultrasedate, such as that for doctors: wee type without design except that effected by varying lengths of line and printed in black only. Your design for Bush fills the top of the sheet, but the size

sides; also, the rule of the same thickness extending across the bottom, over which a line is printed in black reading, "Producers of planned printing publicity." What's the one thing? It is the use of an extra-condensed cap font for your name; the letters are letterspaced as much as the width of the individual letters. Making each letter stand out by itself can destroy the unity of the word; in addition, creating a



Front of 6½x9¼-inch French-style folder by Department of Printing, West Virginia Institute of Technology. Despite extent of bright second color, yellow on original, type in black stands up. Line on right reading upward could be longer, so correspondingly bigger, to start overlapping top of panel as end of line overlaps segment of a circle



Hard-hitting, yet good-looking cover by Herbert W. Simpson, Evansville, Ind., inner pages of which promote his comprehensive copy, design, art and typographic services on a wide range of publicity. Background of repeat impressions of work mark is deep red on 8½x5½-inch original; open panel for type is filled with a tint of yellow

spotty effect is disagreeable. Condensed types were devised to yield as many letters as possible in a line, originally for narrow newspaper columns. Departing from sound proportions, condensed types are less attractive than those of normal shape; extended styles are, too. Your line is too short in relation to the lateral space; the fact that it is open at the ends is in itself a disturbing feature. There was room for type of normal shape close to the same point size; considering its greater width, it would yield equivalent power and look better and would take up excess space at the ends of the line, now all out of proportion to that above the line. The label for the Ornamental Moulding and Carving Co. is one of your better items. The type used for the name is too small in comparison with the sizes in which the minor copy appears. The different elements are too loosely spotted; the whole lacks unity and,

in fact, seems to "fly apart." Incidentally, there is far too much space between the words of the name lines. The best rule is to space them as closely as possible to the point where they still stand out individually.

#### **Die-Cutting Suggests Reality**

JOHN F. GLOVER, Morgantown, W.Va.—The program, "Basketball Banquet," must have received a round of applause as guests reached their tables. With leaves die-cut round and held together by a deep blue tasseled cord, it is not only highly interesting but equally suitable. A line illustration showing details—seams, etc.—of the ball is printed in a blue like that of the cord on an all-over background of gold, probably the two colors of the Touchdown Club. We regret having to call a "foul" or two as to details. The first is for combining straightline, angular, and bold sans serif caps with

the main display line in Old English. The contrasty, curvilinear, and pointed character of the second form is neither harmonious nor in pleasing contrast with the square, stiff, monotone sans serif. Furthermore, with the Old English rather condensed and the sans serif a wide normal, there is the accompanying error of difference in shape between the two. Shape harmony, a basic principle of good design wherever applied, is violated. When the wider type of a combination involving two definitely different shapes of type is a lot smaller than the other, the variation is less noticeable, if apparent at all. On other pages, type in the blue of the cord overprints illustrations in the gold to the point of all but obliterating some of the type, creating confusion. We have warned against this practice often and long. Usually, the pictures have the effect referred to, or, if in a color light enough not to handicap the type, their detail is sacrificed. Furthermore, to use an unpleasant word, the effect is "messy." Lines throughout are too crowded, the result of space limitations caused by the narrowing of the leaves from the diameter. It would have cost little more for a leaf larger than 434 inches. In that case the pictures might have been in one of side margins at wide point. Often, groups of type for such round or other odd-shaped leaves or pages are set to conform, further adding to interest. Square pegs can not be fitted into round holes, you know. With a larger ball simulated on the front, the impressiveness of the piece would be increased in proportion-double size, doubly prominent and impressive.

or a

for of th

in th

abov

and The

the r

for n

tion "Bus

pears

It is

could

made

Blee

It is

as '

Com

ter

anc 1

wh 1

in

str

tio 1

cold

ver

me i

of n

pag s

wit

out (

forma

with

distrib

of the

intere

tration

treatn

can b

about

and n

halfto

lent.

for un

incorp the co

most 1

inch-h letters

tronics

is asso

cant th

trum 1

pears

pure re

blue to

a feati

The of

voted t

ed all

for the

'Shell

in whit

illustra

brown functio

of one

best,-

see

TH

#### One Piece Functions for Three

THE MICHIANA CLUB OF PRINTING HOUSE CRAFTSMEN, South Bend, Ind.—We might say at this vantage point that over the years we have seen just about everything. If we ever had such an idea, it was erased by receipt of your club's monthly meeting notice, a wholly new idea for such a form, which combines effectiveness, service, and economy to an extent seldom achieved. In effect, the piece combines three pieces in one. The whole sheet, 81/2 x14 inches, of heavyweight white cover paper is folded twice. Two of three resulting sections are 81/2 inches by a bit less than 51/2 inches, the third at the bottom is 81/2 x31/4 inches. This short section is folded up between the other two for mailing. Practically all printing is on one side of the sheet, the inside of the closed piece. Measurably more than half of the two large sections is taken up by a calendar for October; it's big enough so that even with figures large enough to be seen at some distance there is space left in individual boxes for noting appointments or things to do on any particular date. The sheet has a round hole in the center near the top for hanging it above a desk. Following the calendar on two wider sections are names of officers and their connections in a narrow column on the left: the rest of the space (on the right) is used for promoting the October meeting. The only color on the job is a thick red swirl of the shape of a letter "J," the top of which is below the word "October," in the upper right-hand corner above the calendar; the bottom circles the figure "21," date of the meeting. A more effective reminder of a date

| 0//              | CC - 1801 WALKER AVENUE - P. Q. BOK 2832 - HOUSTON 1, TEXAS - CADITOL 2-233  |
|------------------|--|
|                  | FINANCIAL . CORPORATE . LEGAL AND  |
| ( )              | COMMERCIAL PRINTING OF QUALITY   |
|                  |  |
|                  | ,  |
| Sorg Printing Co | mpany of Texas   |
|                  |  |
| SOLD TO          | DATE   |
|                  | OUR ORDER NO.  |
|                  |  |
|                  | YOUR ORDER NO.   |
|                  |  |
|                  |  |
|                  |  |
|                  |  |
|                  |  |
|                  |  |
|                  |  |
|                  |  |
| INV              | VOICE DUE WHEN RENDERED  I invoice is monulatived in accordance with the previsions of the fair Labor Standards Act of 1938. |

Invoice of important Houston printing house represents better styling than is at all usual for this service item. Main elements, like circled "S" and uncommon type of name, are featured on other forms for "family likeness"

or appointment is difficult to imagine. Now, for what's printed on the short bottom fold of the same side. On the left side type matter in the same measure as the list of officers above and headed, "Mail Your Card Today," promotes attendance at the October meeting and reports on the one held in September. The obverse side of the post card appears on the right. It is perforated to size and provides for member's reservation and other information in the usual fashion. The standard "Business Reply Card" form is all that appears on the second side of the whole sheet. It is not seen when the piece is closed for mailing. We think hundreds of organizations could adopt the format; adaptations could be made to fit other needs, perhaps business promotion projects.

The

acter

nious

uare.

with

d the

e ac-

e be-

prin-

ed, is

bina-

hapes r, the

at all.

cord

the f the

ually,

dicap

rther-

effect

rowd-

ed by

diam-

for a

se the

f side

f type

leaves

iddi 1g

fitted

larger

essive-

n pro-

nt and

HOU SE

might

veirs

If we

by re-

notice,

which

onomy

ct, the

weight

wo of

s by a at the

section

mail-

piece.

large

Octo-

figures

istance

es for

on any

ging it

on two

d their

he left;

s used

ne only

of the

hich is

upper

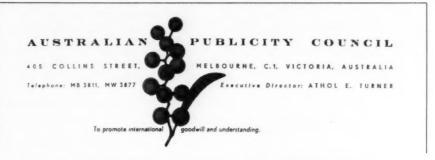
ar; the

of the

#### Bleed-off Is Modern, Practical

THE WOODROW PRESS, New York City-It is a thrill to examine such fine brochures he annual report of the Melville Shoe Corp., the prospectus of activities of the Intern tional Telephone and Telegraph Corp. that of the Shell Oil Co., the object of which is to "sell" advantages of employment in lat great organization. So far as we've not many companies go so far contively in recruiting personnel; this menmay represent something other printers eative, not just manufacturing printerscold promote for a big order. As for adver a criticism, there is none; as for detailing is, we haven't the space. For the benefit nose printers who still make up such pages in the dull, static, and old formal way regular margins and uniform whiting out elsewhere we call attention to the informal layout of type and large illustrations with consequent massing rather than even distribution of white space; no two pages are of the same pattern, and all have a fresh, interest-compelling effect. Bleeding of illustrations here and there is part of the modern treatment achieved because the illustrations can be bigger. Regular margins are just about taboo in books other than school texts and novels. Offset presswork on full-color halftones and on black-and-white is excellent. In such fine items we look especially for unusual features that other readers might incorporate in their work. One of them is on the cover of the I T and T brochure. The most prominent element is made up of the inch-high caps, "I," "T," and "T," tightly letterspaced just above the lines "Electronics" and "Communication." Since color is associated with the business, it is significant that the three big letters simulate a spectrum band. From left to right the line appears in changing and blended hues from pure red through orange, yellow, green, and blue to violet. The Shell brochure discloses a feature not so new but highly effective. The opening or title pages of sections devoted to different Shell enterprises are printed all over in brown; the plates are reversed for the big type of the headings, such as "Shell Chemical Corporation," which show in white. The descriptive matter in type and illustration are printed in black over the brown below the head. These pages not only function practically, but obviate uniformity of one white page after another, which at best,-e.g., not dull-isn't exciting.













Lettering of calligraphic character beautifies first conservative design. On original of unusual second, berries are yellow, leaf and stems deep green, and type black. On third, from Dagens Nyheters Larlingsskola, Stockholm, illustration is in deep lake, or bluish red. Frederic M. Pannebaker, Denver, printed impressive medical association design in black and red. Wide Latin type in Shaffer's striking letterhead is not esthetic, but, having distinctive character, occasional use in right place is more than acceptable. To those considering type of name too bold, we say that any resulting curse is offset by printing in gray, with heavy rule in pale blue. Credit master printer Harvey E. Scudder of Stockton, Calif., for final chaste, appropriate design. Cross on the original is in a deep red

# PROMOTION FILE

By HARRY B. COFFIN

# 4 Idea Sketches

Reproduce Idea Sketches by letterpress or offset to mail and to hand out. Captions addressed to your prospects.

The four "Idea Sketches" on the *left* page of the *Promotion File* each month are prepared especially for you to reproduce in a letter or folder to mail out and hand out to prospects. Since the captions are already addressed to them you can reproduce this material "as is."

The four drawings on the right page show some ways in which you can submit the "Idea Sketches." Variety is provided for a change of pace in your own promotions—each unit serves as a different example of a piece both you and your prospects can use.

Thus, you may wish to reproduce these right page drawings also, to supplement the four "Idea Sketches." In this way, you can use as many as eight different job samples each month.

One idea from the right page in this issue shows how to let your prospect's name on the reply card (asking for dum-

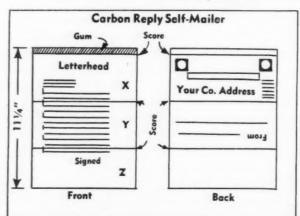
mies and prices of the units checked) address a number 10 window envelope.

Another idea shows an unusual threecolumn letter with lines justified at the left only.

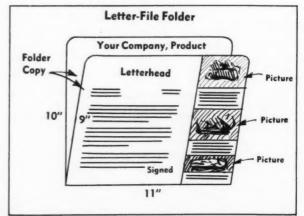
The third shows two accordion folds in a piece with the top edge cut at an angle to form two pennant-shaped index areas when folded.

The fourth Idea Sketch shows an eightpage booklet with the pages stepped to

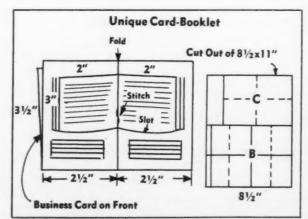
#### The four captions below are addressed to the printing buyer



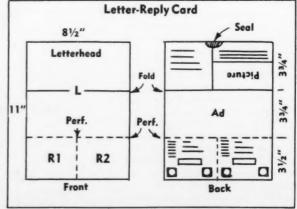
We can supply extra-opaque paper with top edge gummed and scored to serve as flap and with scores for proper folding. This sheet bears a carbon of your letter with room for reply at side or bottom. Recipient gets original and copy, types reply on copy at X, Y, Z, making carbon of his reply on original. He refolds copy of your letter (bearing his reply) and returns it



A four-page file folder on bristol, ledger, light cover, or heavy book paper, 11x19 inches, folds to 11x9 inches for the front flap and 11x10 inches for the back flap. The exposed tab on the front of the back flap serves as a vertical file folder. Put a personal or form letter and pictures on front of the folder. Can be folded to 5½x10 inches for self-mailer or catalog envelope



A 5x7-inch sheet cuts out of half of an 8½x11-inch sheet (C) and folds each way to 2½x3½ inches with business card copy on page one. Use rest of the sheet (B), a 20# colored bond or book paper, to make 16-page, 2x3-inch booklet, saddle stitched the three-inch way, which opens and inserts in the packet. Use two colors of stock on run so the booklet and jacket contrast



We can print this unusual letterhead for you on light 8½x11-inch card stock for a 3½x8½-inch self-mailer. The upper two-thirds (L) is for your personal or form letter. The bottom third has two blank reply cards, 3½x4¼ inches, each with business reply indicia on the other side. One card can be used to answer your letter and other kept attached in a file for future use

ways to submit Idea Sketches to your trade.

Reproduce the ideas below, also, to send to your prospects, after adapting the captions.

give the effect of a vertical file, each labeled to title the Idea Sketch within.

Most of these schemes can be used effectively for any of your prospects!

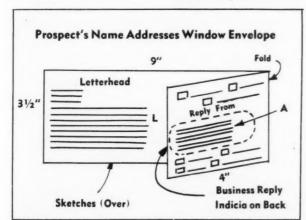
One way to reproduce all eight sketches is to put four on one side of your letter-head (opaque paper), the other four on the reverse side. You can actually *enlarge* each set of four drawings for better legibility, now 7 inches wide x 6½ inches deep, to about 85% inches wide x 8 inches

deep, running the 11-inch way of the sheet. Remember to reword the captions now under the *right* page drawings, to apply to your prospect, not to yourself, as they now do.

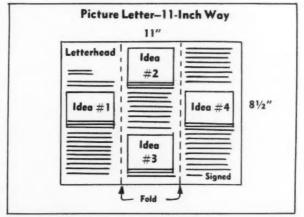
We believe you'll be able to use the "Carbon Reply" self-mailer (on left page) for many of your accounts, after making up a dummy to show them. An opaque 50# or 60# offset book stock is ideal for this extra sheet, which you can run from

the same form or plate you use for the regular bond paper letterhead. Simply edge-gum the top to a scored depth of ½ inch, and mark the place for folds, so the gummed strip can act as a seal-over flap, transforming this carbon copy sheet into a business reply form self-mailer. The writer of the letter should allow enough space in right margin and/or below for the recipient to type his reply (making carbon of it for his records on original).

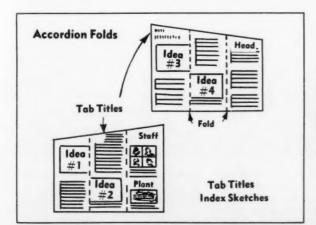
#### The four captions below are addressed to the printer



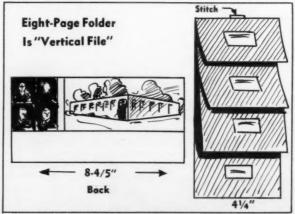
Here's a way to submit Idea Sketches on the back of  $3\frac{1}{2}x9$ -inch portion of folded card,  $3\frac{1}{2}x13$  inches before folding. The reply card enables your prospect to ask dummies and prices of Idea Sketches shown on back. His name (A) addresses your number 10 window envelope. Your letter can be set up to fill two columns at L to make a novel layout that will get special attention



Idea Sketches one to four can be shown in checkerboard layout running the 11-inch way on an 8½x11-inch sheet with a condensed letterhead at upper left corner or with a letterhead across the entire 11-inch top. Type your letter or print a form letter in the three columns formed by the folds to fit in a number 10 envelope. You can show four more Idea Sketches on back



Four Idea Sketches can be shown, two on each side of accordion folder. The top is trimmed at angle in order to produce two pennant-shaped tab titles, each of which indexes two of the sketches that are shown below it. By means of a simple device, such as the diagonal cut, you can secure a good deal of extra attention. A duplex color paper can also be used for added interest



Print an 8½x11-inch sheet both sides and cut in half, 4½x11 inches. Fold one half to 2½ and 8½x4¼ and the other to 4¾ and 6½x4¼. Then put the second half inside the first half and stitch at the folds. The appearance will be of four flaps, or "drawers," each 2½-inches deep. Use green paper to suggest a file. Print Idea Sketches beneath flaps; pictures, copy on back

# WHAT'S NEW?

## IN EQUIPMENT AND SUPPLIES

#### Two All-Metal Darkroom Cameras by W. A. Brown

New 24x24-inch and 31x31-inch, allmetal darkroom cameras have been developed by the W. A. Brown Manufacturing Co. The new Commodore series was designed for full-color process or black-

and-white reproduction.

Standard features now include a tri-rail track constructed for torsional rigidity; Goerz Artar Red Dot lens; ground glass mounted in a cast aluminum door (swing type); motorized vertical and horizontal lensboard movements; gallery and darkroom operating controls; positive locking mechanism; 34x44-inch cast aluminum glass covered copyboard; vacuum film holder mounted in a cast aluminum door; vertical and horizontal loading position, including pump and motor unit, foot switch, and film size selector valve; gallery percentage scaling system; calculator; manual iris diaphragm control, and darkroom cloth.

For information: W. A. Brown Mfg. Co., 608 S. Dearborn St., Chicago 5.

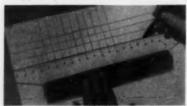
#### **Graphic Arts Ruler**

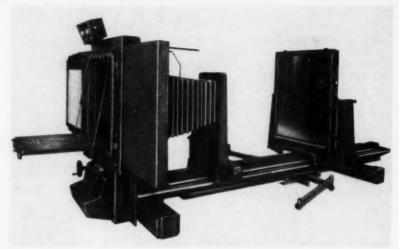
A patented, German-made, plastic 12-inch ruler for drawing parallel horizontal and vertical lines in measured distances without lifting the ruler from the paper on which it has been placed has been introduced by the Rol-Ruler Co.

According to the manufacturer, artists and layout men will find it fast and easy to indicate blocks of copy on layouts and dummies. Graphic arts technicians can use the ruler to scribe lines on negatives. The ruler is available with either inch or centimeter markings.

For information: The Rol-Ruler Co., Box 164, Riegelsville, Pa.

Graphic arts technicians can use the Rol-Ruler to scribe lines on negatives, while artists and layout men will find it easy to indicate blocks of copy on layouts and dummies, and other work

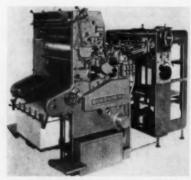




The new Commodore series was designed for full-color process or black-and-white reproduction

#### New One-Color Offset Press From Royal Zenith

The Royal Zenith 25, third in a series of single-color offset presses, has been announced by the Royal Zenith Corp.



Royal Zenith 25, third in a single-color offset press series, accommodates a 19x25½-inch sheet

Accommodating a 19x25½-inch sheet, the new model is suited for work falling between the size ranges of two earlier Royal Zenith presses, the 16x23-inch and the 23x30-inch models. The press is suitable for production of 6x9-, 8½x11- and 9x12-inch work, standard sizes in job lithography, and runs at speeds up to 8,500 iph, Royal Zenith claimed.

New features include an inking system with four form rollers, each of different diameter; a quiet-operating brake; easier setting of front guides; an electric sheet-counter, and a system of push-button controls.

Other features on the new model are Spiess stream feeders; three-point register control with pull side guides and swing grippers; centralized operating controls at operator's working station and at delivery end; an extra stripping cylinder which prevents tearing and slurring and which can be fitted for scoring, slitting, and perforating, and positive chain delivery with vacuum hold-down.

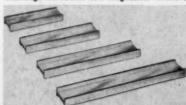
For information: Royal Zenith Corp., 180 Varick St., New York 14.

#### **Trulite Furniture**

A lightweight furniture called "Trulite" has been announced by the Challenge Machinery Co. The furniture is made of magnesium and is approximately onefourth the weight of cast iron. It is tough and will hold its accuracy under tight lockup conditions, according to Challenge. It is available in sizes ranging from 2 to 10 ems in width; from 4 to 70 ems in length.

For information: Challenge Machinery Co., Grand Haven, Mich.

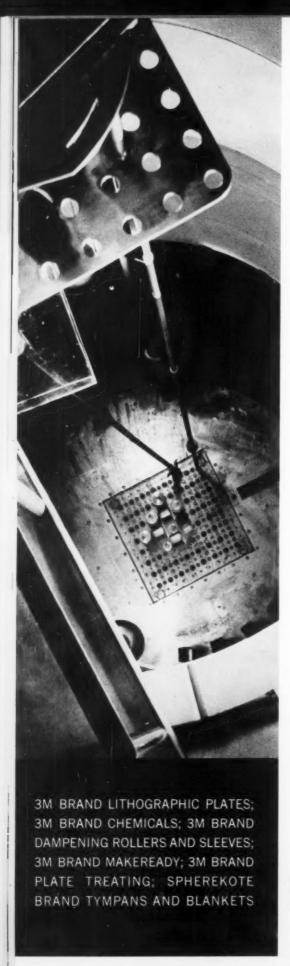
Challenge introduces new magnesium furniture







from 3M's Research Center . . . with tools such as controlled atomic radiation . . . come new and exciting products to make tomorrow more promising for printers!



# ...where research is the key to tomorrow!

The 24-foot gamma radiation well shown on the preceding page exemplifies the scope of work in progress at 3M's Research Center. With advanced equipment such as this, 3M's scientists and engineers work tirelessly to create, develop, and produce new and exciting products and methods for the printing industry.

This is a process of analysis and exploration . . . to analyze industry need . . . to explore the fields of chemistry and physics. Often, hundreds of possible ideas are discarded for just one product or method that reaches the development stage...that comes up to the high standards of 3M quality, practicality, and performance.

3M's promise to you is that the products and methods it now markets-such as those below-have been rigorously tested in the laboratory, thoroughly tried in the field by printers, and quality proven. And, those products soon to come will fulfil the same requirements-to make tomorrow more promising for the printing industry.

MINNESOTA MINING AND MANUFACTURING COMPANY ST. PAUL 6, MINN. . . . WHERE RESEARCH IS THE KEY TO TOMORROW



## Gevaert Develops New Rapid Aluminum Offset Plate

An aluminum printing plate that can be prepared in less than one minute for offset duplication of optically reduced or enlarged images has been introduced by the Gevaert Co. of America, Inc.

The new plate, known as the "Gevacopy Rapid Aluminum Offset Plate," was developed by the Gevaert Photo-Producten N. V. of Antwerp, Belgium. It is based on a process by which photographic material is exposed to art or documents. An image is developed and then physically transferred to the surface of an aluminum offset plate in seconds.

The process (from the time a negative is made of the original with a copy camera or enlarger, passing of the negative and plate through a developing machine, to peeling and fixing the plate) takes less than one minute, company officials reported. No special equipment is required. A darkroom equipped with a copy camera or enlarger and a developing machine are the only pieces of equipment needed.

The plate is available in three sizes: 10x16, 10x153/8, and 10x15 inches.

For information: Gevaert Co. of America., Inc., 321 W. 54th St., New York 19.



Step one in the preparation of the Gevacopy rapid aluminum offset plate for offset duplication is to optically reduce or enlarge the original document on photographic material. After the negative is made, negative and aluminum plate are passed through a developing machine

Step two in preparing the Gevacopy plate is developing process. Here the operator inserts the exposed negative and the aluminum plate in a developing machine where both negative and plate come in contact with developing solution

#### W-J Sheet Number Machine From American Wood Type

The British-built W-J sheet number machine, which enables sheets to be collated, numbered, perforated, and imprinted at one time, is now being distributed in the United States by the American Wood Type Manufacturing Co.

The machine is described as being useful for producers of check books, retail sales books, receipt books, "call for" tickets, and applications requiring stubs and numbers. It is said to be especially useful for small offset or letterpress shops.

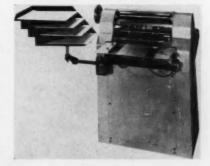
The machine is small, may be hand fed, is rated at 3,000 iph, and takes a maximum 18x14-inch sheet. Thick cards and thin sheets may be run one after the other. Impression will adjust itself automatically.

The machine has quick-set controls for consecutive, duplicate, triplicate, or quadruplicate numbering, and other combinations are possible with special attachments. A rotary perforating unit is supplied for run-through perforating, and a skip-perforating attachment is also available.

Curved plates may be screwed on to the shafts for attaching sticky-back rubber plates for imprinting small areas simultaneously with the numbering operation.

For information: The American Wood Type Manufacturing Co., 42-25 Ninth St., Long Island City 1, N.Y.

Sheets can be collated, numbered, perforated, and imprinted at one time with the British-built sheet number machine from American Wood Type

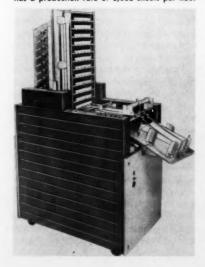


## Thomas Twelve-Station Collator

An automatic collator, which gathers sheets into sets at a rate of 6,000 sheets per hour, has been introduced by Thomas Collators, Inc. According to the manufacturer, the full rate of 6,000 sheets per hour is delivered even when the equipment is set for feeding less than the full 12-station cycle. Adjustment for the number of sheets is accomplished by flicking a lever in back of any station to be eliminated.

Since no adjustment is necessary for weight or finish of stock, all 12 stations

Thomas' new 12-station fully automatic collator has a production rate of 6,000 sheets per hour



can be loaded in less than one minute, the firm reported. Versatility is increased by accommodations for any size sheet from 3x5 to 11x14 inches. Accuracy of collation is assured by a miss detector and a double-sheet detector.

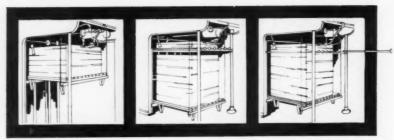
An additional feature is an automatic stacker that assembles the finished sets in criss-cross fashion. It also has an automatic counter which provides accurate totals of collated sets. An automatic stapler can be furnished as optional equipment; when attached to the collator, it becomes synchronized with the machine's operation and will staple up to 12 sheets at a time, the company claimed.

For information: Thomas Collators. Inc., 100 Church St., New York 7.

#### Coated Products Develops Line Of Pressure-Sensitive Products

The "Stixie" line of pressure-sensitive products, has been introduced by Coated Products, Inc. This pressure-sensitive stock is available in two basic categories, permanent and removable, and will meet requirements relating to tensile and tear strength, flexibility, printability, and resistance to chemicals, weather, heat, moisture, oil, and light, the company reported. The stock may be applied either manually or automatically to smooth or rough, clean or unclean, flat or curved, porous or nonporous surfaces.

For information: Coated Products, Inc., 275 Lincoln Blvd., Middlesex, N.J.



Miehle's Nonstop Feeder: Figure 1 show the stock in the feeder nearing depletion. In Figure 2 the supporting rods have been inserted in the special frame, the motorized pile hoist has been lowered and a new skid of paper moved into place. The new skid is raised into position and, as shown in Figure 3, the rods are removed. Feeding is continuous with no interruption in production

# Miehle Adds Two Standard Items On Some Medium-Sized Presses

The Miehle Co. is now incorporating nonstop feeding and continuous delivery as standard equipment on all medium-sized multicolor offset presses. These production facilities are also available as optional equipment on single-color units 25 and over.

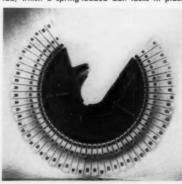
# No Mark Delivery Wheel Developed by W&W Tool

Pressmen can now prevent delivery wheel contact with any wet ink area of a printed sheet simply by regulating controls that can be mounted on the wheel's outer perimeter. The advantages claimed by the manufacturer include clean printed sheets free of tracks and smudges, less paper scrap, plus a saving in press time.

The "No Mark" delivery wheel controls are said to give pressmen positive, pushbutton control over all parts of a printed sheet without removing the wheel from the press. The controls are molded of high-strength Du Pont nylon. The white nylon shows up ink accumulations and provides a nonabsorbent and easily-cleaned surface, according to the maker.

For information: W & W Tool and Die, 1508 E. Grove St., Midland, Mich.

Converted delivery wheel permits pressmen to avoid wheel contact with wet ink by depressing tab, which a spring-loaded ball locks in place



With the nonstop feeder, the operator can replenish the feeder without stopping the press. When the load in the feeder is down to the last few inches, chrome-plated rods are placed into position in the special frame to hold the last remaining sheets. The motorized pile hoist then lowers the feed board and a fresh load of stock is moved in and raised. After the rods are removed, the new load is ready for continuous feeding without interruption.

The continuous delivery prevents lost production time. The operator simply slides the auxiliary sheet catcher into position to support the delivered sheets while the finished load is being removed. A new skid is then placed into position, the motorized hoist raises it (stopping automatically at the correct height), and the auxiliary sheet catcher is pulled out.

For information: The Miehle Co., Division of Miehle-Goss-Dexter, Inc., 2011 Hastings St., Chicago 8.

#### **Recycling Controller**

Three variations of automatic counting and switching are offered in a recycling controller introduced by the Counter and Control Corp. Called the Cyclo-Master, the controller gives the user the option of three different arrangements: one-count switching, one-cycle switching, and differential (add and subtract) counting and switching, the company reported.

According to the manufacturer, an important feature is the unit's ability to recycle without pause or hesitation between successive cycles.

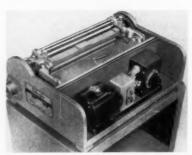
The electrically-operated unit is reported to count at speeds up to 1,000 counts per minute. It can be preset to any cycle from one to 100 counts by turning a single knob dial. A zero manual reset allows the count cycle to start over from the beginning.

For information: Counter and Control Corp., 4503 W. Brown Deer Road, Milwaukee 23.

#### Schaefer Adhesive Wax Proof Coater From ATF

The 12-inch Schaefer adhesive wax proof coater for use in photocomposition and a variety of commercial printing and graphic arts purposes is now available through American Type Founders Co.

Any shape sheet from 1/4-inch to 113/4 inches wide and to any length can be uniformly coated by placing the sheet in the machine, which coats one side with hot adhesive wax. The sheets then can be used immediately for pasteups. They can also be pasted temporarily to a lightweight board and stored for future use.



ATF distributes 12-inch Schaefer adhesive wax proof coater for use in photocomposition, etc.

The waxes are clear and when applied to acetate sheets do not throw shadows that might affect the photography. The complete unit comes supplied with motor, electric heater, and thermostat.

For information: The American Type Founders Co., Inc., 200 Elmora Ave., Elizabeth, N. J.

#### Teletype Model 20 Line Offered by Fairchild

Teletype's Model 20 line of equipment, which consists of transmitter-distributors, nontyping reperforators, receiving-only page sets, and sending-receiving page printer sets, is now being offered by the Fairchild Camera and Instrument Corp. Fairchild acquired the assets of the Teletypesetter Corp. from the Teletype Corp. last year.

Printing plants with Teletypesetters may now mechanize the handling of TTS perforator type. This may be done by using direct-wire transmission from the perforator operator's location to a reperforator placed adjacent to the Teletypesetter operating unit on the linecasting machine, where the tape is automatically fed into the operating unit. Type is cast ready for proofing within a few seconds after the perforator operator has finished a given "take," Fairchild reported.

For information: The Fairchild Camera and Instrument Corp., Graphic Equipment Division, Fairchild Drive, Plainview, L.I., N.Y.

#### Mendes Corp. Introduces New Vertical Collator

The Mendes Corp. has introduced a vertical collator, which is available in combinations to pick up between 18,000 and 54,000 sheets per hour. Known as the Mendes "60," the collator will handle any sheet size from 6x7 to 11x17 inches.

According to the company, the fourstation model can collate 4,500 sets per hour, or will staple and bind 4,500 booklets per hour. The machine will handle booklets in various sizes up to 81/2x11 inches. The model "60" is made in 4-, 8-, 12-, and 16-station models. The fourstation unit requires only 30x40 inches of floor space.

For information: The Mendes Corp., New Bedford Industrial Park, New Bedford, Mass.

The Mendes "60" vertical collator can handle any sheet size from 6x7 inches to 11x17 inches. Four-station unit requires 30x40 inches of space





Cerutti introduces four-color, sheet-fed rotogravure press for high-speed multicolor printing

#### Four-Color Rotogravure Press From Cerutti

A four-color sheet-fed rotogravure press for high-speed multicolor printing, has been introduced in this country by Cerutti Presses of America, Inc.

Called the "Multi Prima," the press was unveiled for the first time in October at Graphic Arts Exposition in Milan, Italy.

Equipped with a suction pile stream feeder and combination gripper and chain delivery, the press is said to be able to produce up to 4,000 completely printed sheets per hour. Accurate register is assured by means of an arrangement in which a traveling gripper bar carries each sheet through all four colors to the delivery. The gripper bar automatically locates itself in a slot in each succeeding printing cylinder.

The press takes sheets up to 22¾ x30¾ inches and prints an area up to 22x30 inches. It can accommodate wrap-around etched plates as well as complete cylinders. Changeover from one to another is fast and easy, and down time is reduced considerably, according to Cerutti.

For information: Cerutti Presses of America, Inc., 121 Prospect St., Westfield, N. I.

#### M. P. Goodkin Develops 24-Inch Vertical Camera

A 24-inch vertical camera has been announced by the M. P. Goodkin Co. The camera was designed primarily for preparation of plates for offset printing. Heart of the new unit, called Camera Lucikon 24, is a wide-angle Goerz lens, which can make enlargements or reductions to 233 %.

The camera occupies a floor space of 28x60 inches, and can be used inside or outside of a darkroom. Lights move with the copy and are adjustable to 360°. Reflectors further assure balanced lighting. Because the lights are at the same distance from the copy throughout the entire range of camera settings, no calculations are necessary to compensate for lighting. The calibration system is directly gear-driven.

A self-focusing vacuum back equipped with adjustments for various film sizes is provided. The vacuum back permits focusing on it, thereby eliminating the extra focus glass.

For information: The M. P. Goodkin Co., 112 Arlington St., Newark 2, N. J.

Goodkin introduces new 24-inch vertical camera



# Linotype Mats for Simplified Arabic Now Available

After considerable study and experimental manufacture, Linotype and Machinery Ltd. of London can now provide matrices for the composition of "simplified" Arabic. This is the first time Arabic has been made available for mechanical composition anywhere in the world, according to the British affiliate of Mergenthaler Linotype Co.

The 12-point Didot size (equivalent to 14-point American system) has been tested experimentally by Al Hayat, an Arab language daily newspaper published in Beirut. The new system, which is patented, has a reduced number of character forms for faster setting and permits use of a machine with one keyboard instead of

In traditional Arabic composition, 22 letters of the alphabet have to be provided in no fewer than four forms and the remaining six letters in two forms; the shape

of the letters varies according to their position in the word. This large array of letters, together with figures, punctuation marks, ligatures, and other characters, meant that Linotype machines had to be equipped with main as well as side magazines and keyboards.



Mergenthaler reports matrices are now available for the composition of simplified Arabic

In the new simplified system, the number of forms of most of the alphabet characters is reduced by half. The side magazines and keyboard are no longer necessary, and the total number of matrices required is considerably fewer than in the traditional font.

For information: Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5.

#### **Baldwin Solvent Squirter**

An unbreakable polyethylene solvent squirter, said to make it possible to wash up a 77-inch press with less than a pint of solvent, has been announced by the William Gegenheimer Co., Inc. According to the manufacturer, pressmen report washing up small single-color presses with "a mouthful of solvent" using a Baldwin press washer and the solvent squirter.

For information: The William Gegenheimer Co., 80 Roebling St., Brooklyn 11.

# Four Different Machines Comprise Copease Photo-Offset Press Line

A complete line of photo-offset presses, comprising four different machines, has been introduced by the Copease Corp. Produced in Europe, the new machines are called "Copease Copilith."

The new offset presses include the Copilith Junior, a small press designed for running sales bulletins, forms, price lists, systems jobs, halftones, and simple color work up to 9x14 inches; the Copilith Standard, a high-speed automatic press for paper up to 12x15 inches; the Copilith Senior, for sheets up to 14x20 inches, and the Copilith Super for sheets up to 17x22 inches.

All of the new presses are equipped with the Copifount system of dampening, whereby both dampening solution and ink are applied from one set of rollers with balance maintained automatically between the moistening and ink agents. Separate water and ink systems are also available.

Copease has also introduced a new line of offset supplies, including direct-image plates, sensitized plates, cleaning sheets,

#### Halverson Electric Collator

A high-speed, electric collating machine for gathering printed or mimeographed sheets has been announced by the Halverson Products Co., Inc. The Halverson collator, which, according to the manufacturer, requires no tools or adjustments, brings together eight sheets per second. Finished sets of paper are stacked automatically by the machine in a criss-cross pattern for easy pick-up for stapling, binding, or padding.

The heavy-duty unit occupies 20x48 inches of floor space and is 57 inches high. It weighs 300 pounds.

For information: The Halverson Products Co., 1051 N. Paulina, Chicago 22.

Halverson Products' heavy-duty electric collating machine occupies 20x48 inches of floor space



masking sheets, various fluids, inks, and imaging materials, and a new group of papers.

The company has also introduced a plastic laminating machine designed to laminate all kinds of paper, card, or fabric with a clear film of cellophane, acetate, Mylar, PVC, or foil on either one or both sides to provide a permanent seal against



Copease Copilith Senior photo-offset press handles sheets up to 14x20 inches with a printing area of 12x17 inches at a speed of 5,000 iph

dust, dirt, and aging. Manufactured in West Germany, the machine can laminate materials on to anything from 10# paper stock to ½-inch cardboard, as well as foil or other materials up to 12 inches wide by any length.

For information: The Copease Corp., 425 Park Ave., New York 22.

#### Du Pont Develops Two New Photographic Films

Two new photographic films of interest to photoengravers—one designed especially for contact printing work and the other for lateral reversal exposure—have been announced by the Du Pont photo products department.

Named "Cronar" Ortho M and "Cronar" Clear Back Ortho, the films are on Du Pont's polyester film base.

Ortho M has high contrast, wide latitude orthochromatic emulsion on .004-inch polyester base. It has an emulsion and backing surface treatment that is said to minimize contact printing problems.

An all-purpose film, Ortho M has a number of special advantages, according to Du Pont: (1) in making large-size contacts, exposing presensitized lithographic plates; (2) exposing smooth-surfaced photoengraving plates; (3) printing critical contact halftones; (4) making flat tints by

contact; (5) making highlight masks; (6) in phototypography; and (7) in exposing Du Pont's "Dycril" photopolymer printing plates.

Clear Back Ortho film, also on .004 polyester base, is high contrast, orthochromatic film with a low-density, antihalation coating designed to permit exposure through the film base, thus providing lateral reversal of image directly in the camera. It is of particular value to photoengravers, phototypesetters, and makers of deep-etch plates.

Clear Back is suited for use in phototypesetting machines and in making properly oriented camera negatives for exposure on Dycril photopolymer printing plates.

The films are available in standard sheet sizes. They augment a line of previously announced Du Pont films on "Cronar" polyester photographic film base.

For information: E. I. du Pont de Nemours & Co., Product Information Service, Du Pont Bldg., Wilmington 98, Del.

#### Magnetic Printing Tester Introduced by Kidder

A compact, simplified tester for checking the signal strength of printed magnetic characters used in bank check sorting systems has been announced by Kidder Press Co., Inc.

The new Magnetic Printing Tester automatically scans a complete line of common-language machine characters in one rotation past its energizing and signal-sensing heads, evaluating average signal strength in less than a second. Character-by-character testing is eliminated, and there is no need for test patches, additional symbols, or mutilation of checks.

A check merely has to be fed into the machine and its meter shows the strength of signal. When the pointer stays within the green section of the meter scale, the average signal strength is acceptable. The red portion of the scale indicates properties below or above satisfactory level. It may also be used with an oscilloscope for a continuous display of signal strength and for detailed checking of individual characters.

For information: The Kidder Press Co., Inc., 279 Locust St., Dover, N. H.

Compact tester for checking signal strength of printed magnetic characters used in bank check sorting systems developed by the Kidder Press





Fully automatic, economy model collator for use by small printers introduced by Collamatic

# Collamatic Introduces 15-Station Collator

The Collamatic Corp. has introduced a fully automatic, economy model collator—the Collamatic "15"—for use by small printers. The machine is a 15-station collator, which automatically collates, jogs, counts, staples, and stacks. According to the manufacturer, the machine marks the completion of a five-year development program by the company, which has seen the development of four distinct types of Collamatic collators.

For information: The Collamatic Corp., Wayne, N.J.

## Sterns Control System

A new control system, designed to align two or more variable sets of register marks in high speed operations, is particularly applicable to the printing industry. Multicolor printing is one of the operations for which it was specifically designed.

Most control systems used in printing operations up to now have been designed to align a variable mark with one already established and fixed. Development of a

Control system, designed to align two or more variable sets of registration marks in high speed operations, is applicable to the printing industry



dual register control system by the Sterns Control Corp. now makes it possible to align two or more sets of variables without a fixed reference point.

For information: Sterns Control Corp., Great Neck, N.Y.

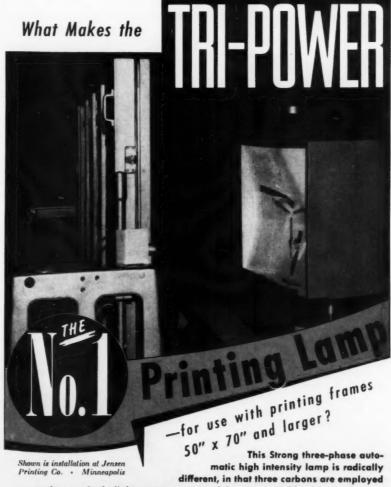
### Lightweight Display Type

A low-cost, lightweight display type has been introduced by the Metalite Type Foundry. According to the manufacturer, the casting material is called Metalite, the trade name of a compound 10 times lighter than regular type metal. The lines may be cast nine inches long. Letters are spaced on the bar and can be sawed apart.

Display sizes from 36- to 72-point are now available; larger sizes will be added, the firm reported. The type may be cast from Ludlow matrices; the letters are centered on a 12-point base similar to Ludlow slugs. After being sawed apart, the individual letters are composed in a stick in the same manner as foundry type; suitable underpinning slugs must be used.

According to Metalite, the type has been tested and results have shown that it will print better and last as long or longer than metal type. It will withstand heavy pressure for repeated stereotype molding.

For information: The Metalite Type Foundry, 5847 Lawrence Ave., Chicago.



to produce a single light source so powerful as to save 50 minutes of every hour exposure time. Sharper reproduction is guaranteed and dot undercutting eliminated.

Motor drive maintains constant color temperature and light level. Longlife glass insulated transformer. Exclusive, engineered reflectors assure uniformity of light coverage of entire work area.



Use 30 Days Without Obligation to Buy!

THE STRONG ELECTRIC CORP.

57 City Park Avenue . Toledo 1, Ohio

A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION

# THE SPECIALTY PRINTER

# Lithographer Has Made Calendars for Over 100 Years

- Ketterlinus is an advertising printing house with a calendar specialty
- Firm is 117 years old, one of the first lithographers in the country
- It usually requires about two years of preparation to produce a calendar

By Jan. 1, calendars will have found their way into the millions of homes and offices of everyone in this country. Manufacturing calendars is big business today. It's also an old business. And since advertising men have found that a calendar hanging on a wall speaks eloquently for a company or for its products throughout the year, making them has become a creative business, too.

One of the oldest lithographers in this country, Ketterlinus Lithographic Manufacturing Co. in Primos, Pa., is also one of the oldest manufacturers of calendars. For the past 117 years, almost the entire life of lithography, Ketterlinus has been producing quality work on calendars as well as other types of advertising material. The oldest calendar in the company files, but not necessarily the first, carries the date of 1850. One of the most interesting calendars carries the date of 1869 and advertises "Steam Power."

### Made Over Billion Calendars

Calendars are a specialty of the company, and the number produced in its lifetime totals somewhere over the billion figure. Ketterlinus produces both stock calendars that it sells to customers with their imprint on them as well as calendars made to order according to customers' specifications.

In addition to calendar work, Ketterlinus produces much other multicolor work. Display material is an important part of the company operation, and the firm has added an art department to create much of the display work it produces. Nevertheless, it is for its calendars that it has gained wide renown. Making calendars is a long range activity. J. Louis Landenberger, president of Ketterlinus, figures that the company needs about two years to produce a calendar prior to the year for which it is planned. The work for 1961 has been under way for the past year. It requires a fine sense of market knowledge to anticipate the factors likely to affect popular tastes because contemporary design trends change frequently. And, of course, nothing is as dated and useless as last year's calendar. So, in order to maintain profits, it is necessary that waste be kept to an absolute minimum.

In producing calendars, the company has made the operation as automatic as possible. Just about everything but the paper is produced at the plant. Ketterlinus crews mix their own inks, have a large camera and platemaking department in which they make their own negatives and color separations, and grain their own plates. The calendars they produce are generally in hanger form and range in size from 14x18 inches to 30x46 inches. The designs are varied, and the stock used ranges from 55# uncoated offset that is made especially for them to the coated papers on which they produce lithography with a high varnish finish.

The calendars are generally run on three 42x58-inch, two-color Harris offset

presses. Ketterlinus has a total of nine large, two-color offset presses in its pressroom; eight Harrises, and one Miehle. It also has a few flat-bed letterpresses that it uses for imprinting calendars. After the press sheets are dry, they are taken to the Seybold cutters where the calendar pages are cut to size. The sheets are then placed on a 12-station Macey collator attached to a special calendar stitching machine made specially for Ketterlinus by the Macey Co., a subsidiary of Harris-Intertype Corp. After the calendars are gathered and head-stitched, they go to the tinning operation where they are tinned on 13 hand tinners and two automatic Wobbe tinners. The collating-stitching combination which Ketterlinus installed about a year ago was another first for the company and precipitated some important changes in the production of its calendars.

### Three Forms Instead of 12

Prior to the installation of this new system, at least 12 forms and makereadies were necessary to produce a 12-page calendar, one form for each month. The 12 large press sheets were then collated, the stock cut to calendar size, and then glued, separated, and tinned. With the collator-stitcher, the company now prints four months at a time, thus requiring only three forms for a complete calendar. Aside from the reduction in the number of forms, this has an added advantage of evening out production runs.

Under this new system, calendar sheets are cut to size before collating and then are sent to the collator-stitcher operation.

In the Ketterlinus bindery a Seybold cutter cuts calendar pages out of press sheets and trims them to size. With Ketterlinus' new collating-stitching equipment, it is possible to print four calendar pages on each press sheet





Here the sheets are collated, jogged square, and head-stitched in one continuous operation. The unit is generally run at a speed of 3,000 calendars an hour. The final step in this operation is the tinning process. With this new process, gluing and separation has been eliminated.

The company started in 1842 when Eugene Ketterlinus set up shop near the corner of Fourth and Arch Streets in Philadelphia. The company was a pioneer in many ways, and the "firsts" in its history are not limited to lithography alone. The first iron building in the city of Philadelphia, for example, was erected to house this company. Its five stories were considered a daring height in those days, and the fire department viewed the whole affair with alarm since their pumps couldn't reach such an altitude.

J. Louis Ketterlinus, who succeeded his father Eugene in 1876, was generally credited with being one of the first, if not actually first, to successfully use the offset process in producing satisfactory multicolor work in register. The business was expanded under his leadership and so was

After the calendars have been collated and head stitched, they receive the final touches with Ketterlinus' Wobbe automatic tinning machines A Macey collator-stitcher has greatly simplified calendar production. It can collate and stitch 12 calendar pages in one operation. The firm previously ran pages for only one month per sheet, requiring 12 forms and makereadies and necessitating collating 12 large press sheets

the building which soon went up to eight floors.

Under the direction of J. Walter Clothier, who became president in 1919, the first concrete building in Philadelphia was constructed next to the old building.

In May, 1947, J. Louis Landenberger, a direct descendant of the Ketterlinus family, became president. Under Mr. Landenberger, the company continued a program of creative lithography that caused them to build and move to new, modern quarters in Primos, Pa.

To date, Ketterlinus prints have been ordered by the Metropolitan Museum of Art, their window displays have received merchandising commendations from all over the country, and their calendars have received awards of excellence from many sources. Annual lithography awards consistently contain winning calendars printed by Ketterlinus. Among the calendars you will see in the coming year, many will come from Ketterlinus Lithographic Manufacturing Co.



# Next Month ...

You're probably making new plans for 1960. You've lots of ideas buzzing around in your head for more and better ways for selling more printing. Can you do it? What's business going to be like next year? Some of nation's leading economists and graphic arts association leaders as well as the federal government's Printing and Publishing Section's top men will give you their opinions in our special January "What's Ahead for 1960" issue. It will serve as your guide for the coming year.

Quality in lithography is difficult to attain and harder to maintain on a day-to-day basis. Here's how one top-notch lithographer does it.

Do you know how to get two new customers out of one you lost? Few printers do but John Trytten will explain how it's done.

Your pressmen may have trouble with the feeder on your offset press. Do they know how to keep it in best working order? Charles W. Latham will tell them how it's done.

Creative use of colored paper makes printed pieces more eye-stopping. Learn how to increase your sales by using colored paper correctly.

Small printers and lithographers can have machine accounting, but it has to be handled in a special way. A leading financial expert in the printing field will explain.

"How to Sell More Printing" is a new series by Ovid Riso now running. In his fourth article he'll give you more good ideas.

You can make color plates on an electronic engraver but you must have a little know-how. Richard Borghi will tell you how.

Do you know how the silk screen process can supplement letterpress and offset? How is art prepared for silk screen? You'll get the answers.

Twenty regular departments will be loaded with special features, too.

# PRESSROOM

Offset Lithography • Letterpress • Flexography
Gravure • Screen Process • Collotype • Embossing

By George M. Halpern

Questions will be answered by mail if accompanied by a stamped envelope.

Answers will be kept confidential upon request.

# Small and Specialized Printing Processes Reviewed

- Mimeograph process is an inexpensive way to produce simple material
- Multigraph, mainstay of lettershops, gives a "just typed" look to the job
- Optak and photogelatin have excellent color fidelity on short runs

The Mimeograph Process is a duplicating process which reproduces line illustrations and typewritten copy. Frequently, it is called stencil duplicating. Impressions are created by "opening" the wax surface coating on the stencil by scratching in lines or striking the coating with typewriter keys, ribbon detached. The stencil is placed face down on a felt inked pad which is wrapped around a perforated revolving cylinder. The cylinder is the heart of the mimeograph inking system. Ink is pressed through the openings when the stencil comes in contact with the sheet.

The process uses specially prepared inks which generally dry by penetration and absorption. Hard-set inks are sometimes used and dry by oxidation, leaving a permanent rub-proof impression. Inks can be supplied in many different colors.

Best results are obtained on absorbent stocks. Hard, soft, thick, and thin papers may be used, but if the stock does not have high absorbent qualities, the job may have to be slip-sheeted to prevent setoff. The maximum number of copies with excellent print quality is limited to approximately 5,000 per stencil, although newer model machines and improved stencils are increasing the output.

### Limitations and Advantages

Some limitations of the process: (1) continuous-tone reproductions cannot be successfully produced by all mimeograph stencils, although there are now on the market several stencils which will permit coarse halftone printing; (2) most illustrations must be prepared manually; (3) typewriters must be thoroughly cleaned prior to cutting the stencil.

There are many advantages to the process, particularly for direct mail work. Some of these are: (1) it is a very simple process to operate and does not require highly skilled personnel; (2) automatic equipment is available to increase production; (3) stencils can be prepared on any

good typewriter; (4) almost any color can be used, and newer equipment can hold fairly close register; (5) the stencils can be filed for repeat jobs, and (6) the stencils are relatively inexpensive.

The Multigraph Process belongs to the letterpress or relief printing family. Reproductions are made by direct contact between form and paper, although the image is transmitted by an inked ribbon. Special typographic characters are assembled individually in sticks made for this specific purpose. Then the type is slid into slots on a cylinder drum and locked in position. As the drum revolves, the form comes in contact with the inked ribbon and creates the impression. Although the special ribbon used in the Multigraph process is expensive, it may be reinked many times and reused.

The process makes extensive use of type matter and is regarded as the backbone of the lettershop business. It is mostly concerned with direct mail advertising where it gives a "just typed" appearance.

Very often, signatures are also reproduced with the letter. The signatures may be printed from rubber plates attached to the drum by double-faced tape or from special auxiliary attachments which will print the signature in colored ink. They can be reproduced in any color, although most people prefer blue for authenticity and to provide that "personal touch."

Other letterpress plates such as electrotypes, stereotypes, unmounted engravings, and plastic plates may also be used with the Multigraph.

No special kinds of paper are necessary for this process. It can handle any paper, most weights, and can produce much neater impressions than many other duplicating techniques. The result also has the special advantage of more closely resembling actual typing than any other method.

(Turn to page 110)





Like the instrument panel of a jet airplane, all oprating controls of the Royal Zenith are grouped in a central location, right at the pressman's hand, for fast, effortless operation. This is another exclusive feature of the most advanced singlecolor offset press that is available today

ROYAL ZENITH30

ROYAL ZENITH CORP., 180 VARICK ST., N.Y. 14 m 1417 GEORGIA ST., LOS ANGELES 15 m PARTS AND SERVICE AVAILABLE NATIONWIDE ON A 24 HR. BASIS.

# THE COMPOSING ROOM

By Alexander Lawson

Questions will be answered by mail if accompanied by a stamped envelope.

Answers will be kept confidential upon request.

# Lots of Good Typography, But Not on Calendars

- Few printers make calendars samples of the imaginative work they can do
- Calendar design presents unique problems to be solved in layout stage
- There is an abundance of excellent faces to use with any calendar design

Now that we are into the month of December, printers, typographers, and designers are once again thinking about calendars. Of course the real time to discuss such matters is early in June when calendars are being designed, but that seems such a long way from New Year's!

Every passing day brings in half a dozen new calendars, most of which are put to one side to satisfy the demands of a favorite niece or grandchild, or of a housewife who wants a calendar for the closet door in the kitchen. "Any kind of calendar will do."

### Little Good Typographic Design

Since all of the calendars being reproduced are the work of printers, it is surprising that so few can be held up as examples of good typographic design. There may be many which offer impeccable presswork and excellent art work or photography, but unfortunately not one in a hundred could be called good typography.

It is hard to see just why this should be, except that the appeal of the modern calendar depends mainly upon the use of lots of color and a flashy subject. Even printers are guilty of this approach, in spite of the fact that traditionally the calendar has been a standard method of advertising for the printing establishment. A number of firms have established their reputations partially on the success of their calendars. Such a firm was the Marchbanks Press of New York, whose calendars are now collectors' pieces. The Bertsch & Cooper firm of Chicago also produced unique sheets, designed by Oz Cooper. While a number of firms continue this tradition, most printers today depend upon the imprinted product of the calendar specialists instead of producing an individualized calendar displaying their own craftsmanship.

Printer's case gets full treatment in house publication of Edwin H. Stuart, Inc., of Pittsburgh, Pa. The purely typographic calendar seems to be a thing of the past, and this in a period when printers are actually faced with an embarrassment of riches in new type designs. While the imaginative use of printer's ornaments is a lost art in most plants, the founders still offer a number of up-to-date fleurons which can be utilized in calendar work. About all an em-

ployer has to do is to provide the comp. with the time to experiment. In fact this time might be taken from the "dead" bank during a slack period.

Such a sheet, with the imprint of a printer, should contrast very well indeed with the countless cheap calendars which are so standard today. The printer should take advantage of this prestige value.

Before discussing some of the aspects of the typographic calendar, it might be profitable to consider for a few moments what people expect in a calendar and what attributes give one sheet wall space and destine another for the baling machine.



There are two basic ideas of design: one of these gives all the space to illustration, and the other claims all the attention for the days of the month. Since the latter must be the raison d'etre for a calendar in the first place and is almost obligatory for the typographic sheet, we can more or less disregard the emphasis upon illustration.

Even when this decision has been made, there are a few more controversial problems. Should the "before" and "after" months be shown? If so, how large should they be set? Again, should the days of the week be spelled out or abbreviated, or shown in initial only? Should weeks be in vertical or horizontal columns?

The selection of type for the calendar figures should tie in with the other types used on a particular sheet. There are many fine figures available in standard roman fonts. Caslon is still undoubtedly the most popular type for this purpose, particularly when the graceful "old-style" or nonranging figures are used. If the typographic scheme calls for rules between rows of figures, however, modern figures are more useful since they will center evenly in a boxed-off area.

The use of rules is frequently employed in order to introduce novelty into the arrangement. This is also done when there is very little space, so that the figures will appear less crowded. Should rules be used, two weights are necessary, the heavier to be placed between the columns in which the numbers are consecutive.

Vertical dates may provide a certain uniqueness in design. The danger is that it runs counter to normal reading habits, which require a horizontal line. Judicious use of rules or tint bars, though, can help.

### **Avoid Stunt Figures**

Avoid "stunt" figures for calendar dates. The purpose of the sheet is "essentially utilitarian," to borrow a term from Stanley Morison.

Perhaps the only novelty allowable in a well-designed calendar "pad" is the use of symbols for holidays, phases of the moon, and the like, but even here overdecoration can occur with very little effort. Often a designer will fill out a figure block with dingbats, when the week ends on, say, a Monday, leaving a number of nice holes to plug.

Possibly the first road block to surmount in calendar planning is to decide how many months should be shown. A single month on each sheet is of course best, but economics sometimes requires at least two at a time, or even three. Utiliarianism is carried to the nth degree in sheets showing a full year. But this style limits readability and design freedom.

Perhaps the best arrangement is to play up the current month and to show in limited size the past and the preceding months, a practice which has much to recommend it. There will never be a completely happy solution to some of these problems, so the designer must necessarily be somewhat restricted.

Since every calendar produced by a printer is meant to advertise his business, the amount of advertising requires serious attention. To be most effective, it should be understated.

The firm name and address should be sufficient. This may be adequately handled by adding a 13th sheet to a 12-sheet calendar. This backing sheet can show the firm name at the bottom so that it will show on every month, and in addition it can be filled in with the past year and the following year.

The subject matter for printer's calendars can easily be determined. The history of the craft offers many topics which can be creatively handled in calendar design. The use of the calendar to show type specimens has been somewhat overlooked, but it would seem to be a most fertile field to explore along with period typography.

The very term "calendar art" carries a certain connotation which printers should be most anxious to avoid. How many calendars produced today are guarded carefully all year long against pilfering, and are then carefully added to the keepsake portfolio?

## The NEWEST HAND-FED PRESS



When a C & P NEW MODEL-N Press is delivered to your press room floor and the electrical connections installed, the press is ready to go—no extras to buy. Standard equipment includes everything needed from floor-pan to counter. Many refinements are built into this thoroughly modern press, such as:

Adjustable bed track and extension roller tracks.

Silent drive for ink disc.

Variable pulley for speed control

driven by constant speed motor.

Fully safety-guarded throughout.

Operating controls conveniently located.

New design enclosed front and sides with a modern machine tool grey finish.

Oil holes with red targets.

This Model-N is the finest hand fed press C & P engineers have ever designed. Write for complete description.



This illustration shows the adjustable bed tracks, the extension roller tracks and the impression counter with bracket.



This illustration shows the belt guard, the motor and expandable pulley.



Silent ink disc drive on all three sizes. Illustration above as installed on 10 x 15 and 12 x 18.

THE CHANDLER AND PRICE COMPANY 6000 Carnegie Avenue Cleveland 3, Ohio

Manufacturers of dependable printing presses and paper cutte



PRIDE
IS THE DIFFERENCE

# Atlantic Pastel

Cover and Offset

Adds an extra color to a wide variety of printed pieces without additional printing cost.

Six attractive, matching colors. Distinctive Suede Finish.

Atlantic Pastel lends dignity to fine printing, boosts eye appeal, sets a delightful mood for creative effects.

Available through your Franchised EASTERN Merchant, or write direct for a generous sample.



# **EASTERN**

EASTERN FINE PAPER AND PULP DIVISION
STANDARD PACKAGING CORPORATION
BANGOR, MAINE

# Facts Important in Selling Prospect

By Irving Sherman

The basic point that must be driven home to printing trade salesmen is this: Tell the buyer what he wants to know. Give the buyer all of the facts. If possible, educate him so that he appreciates the superiority of your firm's services.

This seems a simple precept, but experience has shown us that the main task in training printing salesmen is getting the men to adopt this basic fact. We must get them to believe this, to feel it, and to make it their own.

Recently, I had an example of what is fundamental to a sale in the printing trade that has reinforced for me the importance of the A-B-C's of salesmanship.

For many years a Brooklyn printer I know has been trying to land a contract to publish a trade weekly. He has sent salesmen to the publisher; he has written letters; he has sent sample after sample of the weeklies his plant has handled. The printer has personally called on the prospect to tell his story.

Nothing ever came of it. The prospect was contented with his present printer. He admitted he had had some dissatisfactions. For one thing his printer did not have all the facilities that he should have. On several occasions the prospect had suffered delays due to the fact that the printer was under-equipped. His color runs were especially hazardous. There were other omissions and failures that annoyed the prospect; but, on the whole, the relationship was satisfactory, and the prospect decided he would continue where he was.

On each occasion of solicitation the Brooklyn printer would extend an invitation to the prospect to visit the plant. "Come down and look around. See for yourself how well equipped we are to serve you."

Each time there had been half a promise, half an evasive answer, and, after two or three years, it began to appear that here was a prospect that might as well be forgotten.

Then came the day. Late one night, when the lobster shift had taken over in the Brooklyn printer's plant, and the printer and the salesmen had gone for the day, who appeared at the plant? Yes. The prospect! The only employees in the plant were the men on the Linotype machines, the compositors, and Jeff, the foreman.

The prospect identified himself, explained that he had been invited down on several occasions, but never had had the time. However, this evening he had been driving in Brooklyn, recalled the invitation, the address, and decided to look in.

Jeff rushed to the phone and called his boss. No answer. He sought out the telephone number of a salesman and called him. No answer. Here was the big account that they had been shooting for and not a soul to service him!

Now the foreman had never sold a nickel's worth of printing in his life. But he did know everything about the plant and its equipment. He did know what constituted good printing and how it could be achieved.

He quickly decided that the prospect was interested in an inspection tour. He explained every piece of equipment, why it was there, what it did, and how it contributed to a superior job. He explained what heads could be cast on the Linotype machines and which called for the Ludlow. He also showed how the plant provided ample chases for makeup, eliminating delays, and showed the prospect how quickly mats could be rolled and plates cast for the rotaries. He pointed to the casting machines and explained how they saved time.

He showed the prospect the clean work that the plant did, how display ads were set in type and made up by the compositors. He displayed example after example of posters, booklets, pamphlets, and weeklies, in which the printing was without smudges, broken type, or any other defect that might be laid at the printer's door.

Patiently, he answered all questions the prospect asked, even the silly ones, which always will crop up. As Jeff later related, he merely gave the facts; he avoided everything else, because as he phrased it: "What in hell would I know about the art of salesmanship?"

At the conclusion of Jeff's undertaking, when it was all done, the printer rushed in, breathless.

But he need not have rushed. After years of top salesmanship, personal calls, and wooings of all sorts, the prospect had been landed. How? Through the simple device of having the foreman in the plant explain details to him!

The printer got the business, but it was a revelation to him as it should be to all of us who think in terms of printing as just buyers and salesmanship.

### Fun for Relatives Doesn't Go

Q.—If a salesman is authorized to entertain a prospect, how far should he go? Can the prospect's family and relatives be included in the entertainment? Where is the line drawn?

A.—Authorization to entertain a prospect usually is extended to his wife and immediate family. It seldom goes beyond this. Perhaps now and then an exception may have to be made but seldom. All salesmen should have a clear understanding of this point.



PRIDE IS A DAUGHTER. Watching her put aside dungarees for an evening dress, mocassins for high heels. Pride. The ingredient that makes a man want more for his family, demand more from himself. Pride. The mark of fine printers. The mark of Atlantic fine papers.





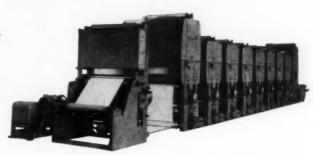
# PERFORMANCE-PROVED

# Champlain

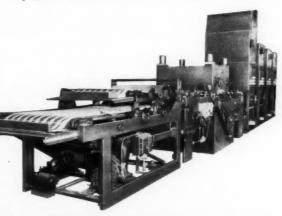
# means broad experience... a long tradition of quality and service

CHAMPLAIN ROTOGRAVURE presses are designed and built to provide the finest quality in printing. High speed and precise register are combined with the production economies of a highly automated printing operation. An investment in the high quality features of a CHAMPLAIN rotogravure installation is your best assurance of top performance . . . simplicity and flexibility of operation . . . long, trouble-free service with a minimum of maintenance.

The CHAMPLAIN name on any piece of printing equipment is backed by long years of experience in research and manufacture; by skilled workmanship in all phases of production; and by prompt expert service.



Rewind Press — automatically controlled constant tension rewind roll stand — positive synchronization to press for speed of rewinding and roll hardness. Roll stand illustrated has integral constant tension pull unit and conditioner for web moisture content. Single, multiple, and continuous turn-over models.



Cutting & Creasing Press — cuts, creases, and automatically strips cartons from roll stock in one pass through the press—speeds up to 200 impressions per minute—precise cut-to-print register—minimum set-up time. Illustrated with alternator and double belt delivery to sort reverse-interlocked carton blanks.

Sheet Delivery — delivers up to 12,500 square-cut sheets per hour with 1/64" accuracy. Faster than any other standard sheeter. Undamaged edges — neatly jogged pile — positive sheet control — no waste trim. Illustration shows roll stand for alternate rewinding of web.

# CHAMPLAIN quality-built printing and converting equipment

FLEXOGRAPHIC, FLEXOGRAVURE, ROTARY TABULATING CARD, LETTER-PRESS, & SPECIALTY PRESSES — for Tag, Chart Paper, End and Bakery Seals, Die Cut Labels, Tabulating Cards.

CUTTING AND CREASING EQUIPMENT — Roll Fed Swing-Type Reciprocal and Stationary Die Cutting and Creasing Presses — Vertical Extruding and Eccentric Punches and Perforators — Rotary Blankers.

SPECIALTY CONVERTING EQUIPMENT FOR INLINE USE — Rotary Embossers—Perforators and Score Units—Slitting Equipment—Hot Melt Thermoplastic Applicators—Special Delivery Equipment.

AUXILIARY EQUIPMENT — Automatic Electronic Proportional Register Controls (for multi-color and fabrication register on roll-fed equipment)—Automatic Web Splicers.

Custom Designed Equipment for Special Applications,

Write today for more information.

Champlain Company, Inc., Harrison Avenue, Roseland, N. J. Chicago Office: 520 N. Michigan Avenue, Chicago 11, Ill. In Europe: Bobst-Champlain, Prilly-Lausanne, Switzerland.





NAP-L delegates reëlected all major officers. From left are J. Tom Morgan, vice-president; Walter E. Soderstrom, executive vice-president; Stanley R. Rinehart, president; George Carnegie, secretary

# Photo-Lithographers' Convention Draws 2,000 to Kansas City; 108 Firms Exhibit

More than 2,000 persons registered for the 27th annual convention and exhibit of the National Association of Photo-Lithographers in Kansas City Nov. 18-21. Sessions and the exhibit were held in the Municipal Auditorium. Hotel Muehlebach was convention headquarters.

Stanley R. Rinehart of the printing division of E. I. du Pont de Nemours & Co. in Philadelphia was reëlected president. J. Tom Morgan of the Litho-Krome Co., Columbus, Ga., was reëlected vice-president. William H. Glover, Sweeney Lithograph Co., Belleville, N. J., was renamed treasurer, and George Carnegie, Consolidated Lithographing Corp., Carle Place, Long Island, N.Y., became secretary again.

Walter E. Soderstrom was reappointed executive vice-president. Robert S. Emslie, Jr. was renamed executive secretary, and Frank R. Turner, Jr., cost accountant. All have their offices at the association head-quarters in New York. The organization now has 1,187 members.

Utilizing 180 exhibit spaces, 108 companies displayed their products at the exhibit. Each registered delegate to the convention received a copy of "A Study of a Simplified Method for Building Budgeted Hourly Cost Rates in a Lithographic Plant," which had been prepared by Mr. Turner and Mr. Soderstrom.

Next year's convention and exhibit will be held Oct. 5-8 in Chicago.

Delegates heard talks at the first session on offset papers, magnetic printing of business forms and checks, and use of colored papers by Ronald I. Drake, Hamilton, O.; Edward A. Robinson, Pawtucket, R. I., and Roy M. Barnes, Wilmington, Del., respectively. Association president Stanley R. Rinehart's address was entitled, "Business Administration in Lithography."

At the second session Thursday morning, Nov. 19, Frank R. Turner, Jr. of the NAP-L staff presented a talk on the new association Blue Book on cost studies. Otis E. Wells, Wichita, Kans., spoke on compensation for salesmen. Edward W. Armstrong, also of Wichita, discussed specifications, estimates, and quotations. Oliver F. Ash, Jr. of St. Louis presented a talk on accounting controls, Thomas A. Brinkman, Cincinnati, on machine accounting,



Devoted to timely items concerning men and events associated with printing. Copy must reach editor by 15th of month preceding issue date

and S. G. Hall, Rochester, N.Y., on photomechanics.

Thursday afternoon, delegates listened to George A. Mattson, Washington, D.C., on labor relations; Roy P. Tyler, Cleveland, on preventive maintenance, and Martin Grayson, Chicago, on controlled color proofing methods.

Harold P. Dahlgren, Dallas, presented a description of his new dampening system (see page 47), and Nicholas A. Minotti discussed the Chemco roll film camera.

Friday morning, Walter E. Soderstrom, NAP-L executive vice-president, told how to build a sound selling program. He was followed by A. J. Fay, who described how to select and train lithographic salesmen, and Walter B. Graham, who spoke on selling creative printing. Then J. Tom Morgan, Jr., association vice-president, described how he maintained quality levels in his lithographic plant. Otis E. Wells concluded the session with a presentation on the Lithographic Technical Foundation's research program.

The Friday afternoon session was devoted to offset plates. Delegates heard talks on various phases of making plates by Cal D. Harman, E. B. Fritz, Ira B. Current, Karl Thaxton, and John McMaster.

The annual dinner-dance and entertainment were presented Friday night in the Grand Ballroom of Hotel Muehlebach.

An all-day technical session featured the Saturday program. Moderator was William J. Stevens of Philadelphia. Those on the panel were Michael H. Bruno, George D. Krug, Richard J. Schmied, Philip E. Tobias and Lawrence Kenney.

National Association of Photo-Lithographers' exhibition had 108 companies in 180 exhibit spaces on a floor of the Municipal Auditorium in Kansas City. Convention is scheduled for Chicago in 1960



# 700 at NYEPA Letterpress Makeready Forum Nov. 12

Methods for reducing makeready time were reviewed during a Nov. 12 forum staged by the letterpress division of New York Employing Printers Association at the Statler-Hilton Hotel. Division chairman A. F. Oakes of Charles Francis Press, Inc. hailed capacity attendance of more than 700 as powerful proof that letterpress printers are alert to developments and opportunities that can strengthen the position of this process.

A description of progress in letterpress shops came from George Adler of Arrow Press, Inc., Murray Berger of the Comet Press, Inc., Robert B. Davis of Davis, Delaney, Inc., Leonard Friedman of Carey Press Corp., and Edward Blank, NYEPA director of production management and

new developments.

Mr. Adler stressed that makeready is precision work requiring precision materials, "but we will not get them unless we all demand them from our suppliers.'

He said that Arrow Press, looking for the perfect plate to improve printing quality and, just as important, help to reduce makeready, was requesting the electrotyper to deliver electros with not more variation than half of one thousandth of an inch plus or minus. When this became 'a regular diet," the company would ask for no more variation than half of one ten thousandth plus or minus.

How the Comet Press uses a stone proof press for proofing forms before they go to press was described by Mr. Berger. Sam Goldman, vice-president, designed the 54x78-inch press, which has built-in gear racks and bearers and a rubber-blanketed cylinder. Its use enables proofreaders to check each sheet without tying up press time or keeping makeready operations

Folded sheets are checked for broken type and slugged for transposition of lines. Revisions or later corrections are set in the composing room. This avoids what the speaker called "the disruption always surrounding the rush press correction signal." Final off-the-press sheet OK is routine, taking only a couple of minutes. Corrected stone proof sheets are often submitted to customers for their final press reading.

Mr. Davis detailed operations of Davis, Delaney's press preparatory department which, under the pressroom foreman's direct supervision, serves as a liaison between the production department and the pressroom. The preparatory department makes sure that all material measures up to what the pressroom foreman desires. This does not include color correction. It means mechanical imperfections that might cause trouble on the press. These corrections are made when the engraver makes his color corrections. This eliminates delay, expense and inconvenience caused by making corrections after the

engraver receives the customer's final .

Mr. Friedman described use of the 3M makeready machine and other time-saving methods at Carey Press.

Also on the speakers' list were Stanton C. Saunders, sales vice-president of the Cottrell Co., and O. F. Duensing, sales manager of Vandercook & Sons, Inc.

After describing the Vandercook equipment, Mr. Duensing stressed that "no process has produced finer printing than letterpress, or in greater volume. There is nothing wrong with the process itself. Makeready problems are not the result of the process. They are due mainly to the outmoded, time-consuming, costly and inaccurate methods letterpress printers have permitted in so many of their operations.

### Central Compounding Distributor

Printers Rule & Supply Co., Inc., Milwaukee, has been named by Central Compounding Co., Chicago, as exclusive distributor of Central's printing ink additives to Wisconsin printers and lithographers.



# New component for profits plus!



Any successful printer, bidding competitively today knows it takes the proper balance of these factors FACILITIES • EQUIPMENT MATERIAL • PERSONNEL to show a healthy net profit at the end of the year! Add the all-important component (SK)\* - to your equipment factor of this formula and it can lower personnel costs AND increase production for welcome PROFITS PLUS! Over 450 customers have found SPEED-KLECT\* the added component necessary to give them added profits. The only sheet collator in the world to automatically gather and glue even one-time carbon forms at high speed, SPEED-KLECT adds a profitable plus to your bindery set-up — through automation! SPEED-KLECT keeps step with your presses . . . assures unprecedented accuracy in numbered work assures you savings up to 50% over slow old-fashioned hand methods!

Speed-Klect sheet collators are available in 3-, 5-, 6-, 7-, 8-, and 9-station models — both single- and Dual-Stream (special sizes with additional stations to order). Almost any kind of stock can be handled for gathering and gluing from one-time carbons to pre-collated

| Clip and mail for information today! IAP-12  |            | [D2] ] a [1]  |
|--|------------|---|
| Please send brochure and full information.  Please send 11-minute, 16mm color/sound film, "Speed-Klect in Action." | NAME       | General Office and Factory Dept. IAP-12:<br>50 Hi-way and W. 12th Avenue<br>Emporia, Kansas<br>Sales and Service Offices in<br>New York, Chicago, and Los Angeles |
|  | COMPANY    |   |
|  | ADDRESS    |   |
|  | CITY STATE |   |

# PIA Opens New Campaign for 1960 At Chicago Financial Conference

With a financial conference and a series of training institutes, coaching conferences, and workshops extending over a period of nine days, Printing Industry of America has opened its 1960 campaign to reverse the declining trend of industry profits. Industry representatives from many states and Canada assembled in Chicago in October for the financial management sessions.

The Chicago meetings were followed by two additional days of coaching conferences at PIA headquarters in Washington, at which eastern area instructors were trained for carrying PIA's campaign into the field.

The Chicago financial management sessions included the largest training institute thus far undertaken by PIA. Modifying the plan of presentation, Peter Becker, Jr., the author of PIA's new management service, "Managing Your Business," presented to 60 company representatives the information necessary for them to install the program in their individual firms.

PIA opened its Fifth Professional Conference for Financial Executives with a presentation of the new member service, and what it holds for printers and lithographers who adopt the method of management control.

In making this presentation, Mr. Becker, pointed out that "Managing Your Business" has been prepared as a management tool. He explained that it is not simply an accounting or bookkeeping system It is, rather, a complete system of simplified management for the printing industry. He compared "Managing Your Busi-

ness" to the recognized technique which physicians and diagnosticians use in evaluating the health of human beings by comparing recognized evaluation points against health standards translated to reflect the condition of the individual.

Mr. Becker pointed out that essentially "Managing Your Business" is a system under which eight key control facts are developed and regularly made available for management. These facts are utilized to make a "business health check-up," and from this check-up the areas where modification will bring the greatest results in terms of increased profits are made available for ready analysis. He pointed out that the system contains many built-in simplified procedures which can save sufficient time to offset any additional clerical burden required to develop the data for management. More than a thousand companies of PIA have purchased the new

Dr. Michael Schiff of the Graduate School of Business Administration, New York University, spent a day at the financial conference. In his presentation he set forth the fundamentals of budgeting and explained the advantages to management of utilization of budgeting procedures.

Participating with Dr. Schiff during the two-day workshop were Herbert Kimball, Rumford Printing Co., Concord, N. H.; Peter Becker, Jr. who presented budgeting principles with special reference to the preparation of a sales budget and budgeted hour cost; and the team of Harold Long, chairman of PIA's financial management committee, and Russell Bold, both of



PIA President Walter McArdle (left) presents certificate to Harry Gardner, Pittsburgh, for completing PIA national training institute in Chicago

Kable Printing Co., Mount Morris, Ill. Mr. Long and Mr. Bold presented details of the operating statement and expense budget. Mr. Kimball closed the workshop with a discussion of the balance sheet budget and its related aspects.

A panel presentation on manual accounting methods, intermediate, and fully-automated systems was included in the financial sessions. Eustis Rawcliffe of Case-Hoyt Corp., Rochester, N.Y., opened the session on financial automation with a case history explaining how his company evolved from manual accounting through the intermediate stage which used McBee System; finally to IBM applications.

In a case history showing the intermediate application of financial automation, Robert G. Haughan, Webb Publishing Co., St. Paul, Minn., explained that various factors such as the number of accounts and volume of business had an effect on the decision in his firm to utilize the intermediate approach to machine accounting.

In a report on how members of a local association are studying the subject of machine accounting, Clyde Erikson, E. F. Schmidt Co., Milwaukee, presented the story of the work which is being done by Graphic Arts Association of Wisconsin.

Gar Chamberlin of the Merkle Press, Washington, D.C., presented a case history of one of the most complete Remington Rand installations in the printing industry. His case history outlined functions his company now controls by means of Remington Rand equipment.

In closing the session on financial automation, Herbert Kimble, Rumford Printing Co., Concord, N. H., told the story of IBM installation at his company.

PIA, in continuing its activities to present full information to its member companies on machine accounting, has scheduled a special Printing Industry Executive School at the IBM Center, Endicott, N.Y., March 7-11.

Peter Becker, Jr., Washington, was author and instructor for first national training institute in "Managing Your Business" at the Printing Industry of America Financial Conference in Chicago





for real economy and performance satisfaction

Formulated to your press and stock specifications, these inks run trouble-free with less "down-time" . . . always giving you more for your ink dollar. You benefit too, from the clean, sparkling results that will help bring you more orders. Let us make arrangements for a trial run . . . S&V service is no further than your phone.

Sinclair and Valentine Co.

611 WEST 129th ST., NEW YORK 27, N.Y.

# APA Stresses Co-operation, Research at Convention

The American Photoengravers Association held its 63rd annual convention in Dallas Oct. 18-21. The main theme was coöperation among letterpress industries.

Joseph Chanko, general manager of the Condé Nast Press, Greenwich, Conn., told the meeting on Monday, Oct. 19, that he believed the coming revolution in letterpress "will not be equipment or new processes but all-out coöperation between engravers and printers." F. E. Church of Time, Inc. and chairman of the MPA-AAAA joint committee on advertising re-

production, gave the details of the standard color bar and described its value to photoengravers. A standard color bar was accepted by the association.

Wilfrid T. Connell, president of the International Photoengravers Union of North America spoke of his union's past efforts to encourage industry research and announced that IPU had pledged \$10,000 to Photoengravers Research, Inc. The APA pledged \$15,000.

Members heard a historical sketch of Photoengravers Research, Inc. and an out-







E. Bartlett Brooks President

line of the support it has received from the industry by George D. Beck, Beck Engraving Co., Inc., Philadelphia. Dr. Marvin C. Rogers, executive director of the research organization, then detailed its progress on current projects and explained its plans for the future.

The importance of research was pointed out by Clifford L. Jewett, general manufacturing manager of the printing products division of the Minnesota Mining & Manufacturing Co., St. Paul. He outlined his company's graphic arts achievements which have come about through research. These, he said, included the first presensitized lithographic plate and a heat-expandable plastic sheet for use in place of the traditional packing for letterpress makeready and tone correction.

"Who Minds the Store?" was the opening topic Tuesday morning presented by Emil Weltz, managing director of the Photoengravers Board of Trade of New York, Inc., New York City. Mr. Weltz stressed the need for interested and informed personnel at all levels of a photoengraving firm's staff who are aware of management's goals. He pointed out the advantages of having employees understand and assist in formulating company policies.

Frank G. Horton of the engineering, research, and development division of R. R. Donnelley & Sons Co., Chicago, declared that employees' attitudes must be healthy. He pointed out methods of stimulating personnel and of organizing a staff to improve a plant's performance and increase its productivity.

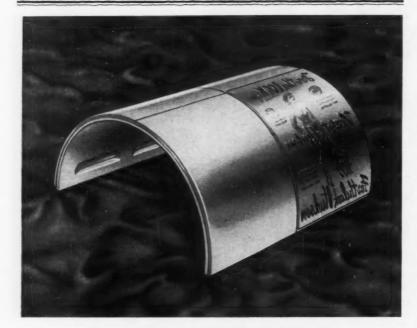
The morning session concluded with the showing of the motion picture, "Photoengraving Means Business," shown by

S. Herbert Hitch Second Vice-President









# Let us tell you more about the Advantages of Using Magplate Products

PRECISION MAGNESIUM NEWS-PAPER SADDLES make possible direct printing from the original engraving. The many advantages include perfect color register, better impressions on newsprint, high fidelity.

PRECISION MAGPLATE PHOTO-ENGRAVER'S METAL is accurate in gage thickness ±.0005. Very hard surface. Close tolerance eliminates make ready for plate level inaccuracies, reducing press down-time. PRECISION BACK-UP PLATE very light weight—the perfect base for electros, rubber plates, engravings, plastic plates.

PRECISION CURVING OF MAG-PLATE. Extremely accurate. We can curve before or after etching to any diameter, plate thickness.

CHROME PLATING OF MAG-PLATE will give you plate protection and longer press runs.

> Send for Magplate folders with more facts about these products and services.

MAGPLATE DIVISION Brooks & Perkins, Inc. 1968 West Fort St. Detroit 16, Michigan

Madble

S. G. Hall of the Eastman Kodak Co., of Rochester, N.Y. The film shows the knowledge and skills needed in order to make photoengravings.

A major convention feature was the Tuesday afternoon panel session to explore "The Road Ahead With Wrap-Around." The panel discussed the development of wrap-around letterpress plates and the techniques of using them. Its moderator was Robert H. Downie of the Marathon Corp. Division of American Can Co., Menasha, Wis. Panel members were R. J. Niederhauser, Harris-Seybold Co.; George M. Petrasko, Harris-Intertype Corp.; Bernard M. Halpern, E. I. du Pont de Nemours & Co., Inc., Wilmington, Del.; Thomas S. AuBuchon, of Collins, Miller & Hutchings, Inc., Chicago; Hugh B. Gage, E. I. du Pont de Nemours & Co., Inc., Philadelphia, and Spilman B. Gibbs, Imperial Type Metal Co., Chicago. The session also included an advisory panel consisting of metal, machinery, film, and chemical manufacturers.

Wednesday morning delegates heard James H. Lowry of the Worth Engravers, Fort Worth, Tex., describe how his firm handles a shopping paper with nearly 1,000 inches of classified advertising.

R. T. Martin of E. I. du Pont de Nemours & Co., Inc. described his firm's Cronar Clear Black Ortho film and Cronar Ortho M film and explained their photoengraving applications. J. A. V. Hyatt of Fairchild Graphic Equipment, Plainview, Long Island, N.Y., discussed the state of development and the characteristics of the various color scanning machines. The last talk of the convention was "Proofing for Profit" by O. F. Duensing of Vandercook & Sons, Inc., Chicago.

The association elected new officers to serve for a one-year term. They are E. Bartlett Brooks of Wayne Colorplate Co. of Ohio, Dayton, president; Harry E. Collins of Collins, Miller & Hutchings, Inc., Chicago, first vice-president; S. Herbert Hitch of Charlotte Engraving, Inc., Charlotte, N. C., second vice-president, and Wallaston K. James of Philadelphia-Weeks, Philadelphia, secretary-treasurer.

# Copy, Press Preparation Subject of FTA Meeting in Chicago Feb. 4

The Flexographic Technical Association's second annual meeting and technical forum are scheduled for Feb. 4-5 at Chicago's Palmer House. The four basic steps to quality printing through better preparation will be the main theme for discussion of copy preparation techniques, engraving and plate work, cylinder preparation, and setting up the press.

Program planning is the responsibility of FTA's printing, supplies and materials, the machinery and equipment divisions, whose chairmen, respectively, are John Rich of Riegel Paper Co.; Alexander R. Bradie of Mosstype Corp., and Robert Zuckerman, Kidder Press Co.

### Electrotypers-Stereotypers Group Announces Self-Advertising Contest

The International Association of Electrotypers & Stereotypers, Inc. has announced the Third Annual Electrotypers & Stereotypers Self-Advertising Exhibition and Awards for 1959-1960.

The exhibition is open to all electrotypers and stereotypers who use advertising to develop and sustain markets. Entries are not limited to members of the IAES, and no entry fee is required.

Booklets, folders, house organs, novelties, annual reports, newspaper or trade paper advertising or any other form of self-advertising specimens may be entered. Entries must have been used during the period between Sept. 1, 1959, and Aug. 1, 1960. Entries must be prepared according to detailed instructions available from the IAES at 758 Leader Bldg., Cleveland 14.

### Sun Chemical Buys 37th Ink Plant

Sun Chemical Corp., New York City, has acquired the stock and business of Steel City Printing Ink Co., Pittsburgh. Sun now has 37 ink plants. The Pittsburgh company, headed by Raymond H. Meister, former owner, will operate as a unit of General Printing Ink Co.-Midwest under the supervision of Weldon R. Coate, divisional vice-president.



# **Exclusive** with the UNIVERSAL STRIP CASTER

No down time...no lost man hours because of a clogged water jacket with a Universal Strip Caster. The Universal water jackets are separate from the throat. Results...no alkali problems.

Compare production, performance and price and you'll choose the Universal Strip Caster.

Send for sample 2-point hairline rule and folder.





## NIVERSAL MONO-TABULAR CORPORATION

Manufacturers of the Honig Multiple Broach
715 N. CENTRAL EXPRESSWAY \* RICHARDSON, TEXAS

# A NEW LOOK IN



Miller SW 21x28 Single-Color Letterpress

• 5000 impressions per hour



SY

Miller TW 21x28 Two-Color Letterpress • 4600 sheets per hour



Miller SY 27x41 Single Color Letterpress • 4250 impressions per hour



Miller TY 27x41 Two-Color Letterpress
3750 sheets per hour

# A NEW STANDARD IN PERFORMANCE

Write today for detailed information!



As modern in performance as they are in appearance, these new Miller letterpresses are by far the most advanced in their field. Press preparation and makeready time have been reduced to the bare minimum, and practical operating speeds for all classes of work have been increased to the highest attainable with this type of equipment. Indeed, the resulting gains in the net production serve to close the gap between letterpress and competitive processes while using conventional, universally available material and techniques.

### MILLER PRINTING MACHINERY CO.

1115 Reedsdale St., Pittsburgh 33, Pa.

In Canada:

SEARS LIMITED . 253 Spadina Road . Toronto 4, Ontario

# Karsten Named SPPA Head at New York Convention

Screen Process Printing Association, International, staged its 11th World Convention Oct. 30-Nov. 1 in New York City. Technical sessions, a Product Fair displaying silk screen work, and an exhibition of equipment and materials drew a new high attendance of more than 2,750 persons.

Ralph Karsten of Screenflock Industries, Chicago, was elected president. He succeeds William S. Hutcheson of Hutcheson Displays, Omaha, Neb. Vice-president succeeding Leonard Goerlick of Supreme Displays, Brooklyn, N.Y., is former treasurer Robert Vandenbossche of Holland & Neil Ltd., Toronto, Robert Norton of R. H. Norton Co., New Haven, Conn., was elected treasurer. Robert H. Blundred continues as executive secretary.

The Howard Parmele Award for outstanding contributions to screen process technical progress was presented to Joseph Ulano of Ulano Products, Brooklyn, N.Y. He was cited for developing stencil films and conducting clinics and other programs on their uses.

Victor Strauss of Presentation Press, New York City, served as general chairman of three technical panel sessions. Richard T. Eveleth of Masta Displays, New York City, led discussion of drying equipment and methods and James R. Black of General Research and Supply Co. described new cabinet-type equipment for conveyorized drying. Advantages of the jet drying system were reviewed by Melvin Green of Advance Process Supply Co. Wicket conveyors for drying was the topic assigned to John Key of Printing Aids Corp.

Serving as panelmen were William Baker of Union Ink Co., Robert Doran of Naz-Dar Co., Robert Norton of R. H. Norton Co., Ray Saks of Allied Decals and David Senft of Sterling Poster & Display Co. Questions indicated special interest in the need for one drying system to handle different inks and colors.

Clifford McCue of Roycliff Associates. New York, chaired a session on screen making techniques and reproduction effects. S. G. Hall of Eastman Kodak Co. used slides to point up his review of processing possible with films and photographic equipment.

Methods for attaining desired color reproduction results were detailed by Frank G. Mayer of Frank Mayer & Associates. Joseph Ulano of Ulano Products discussed techniques and uses of knife-cut stencils. Techniques used for hand preparation of

### ITCA Moves to Washington, D.C.

Headquarters offices of the International Typographic Composition Association have been moved from Philadelphia to Room 303 in the Washington Building at 15th St. and New York Ave., N.W., Washington 5, D.C.









screen stencils to achieve dry-brush, stippling and other effects were described by Frank Weiss of Poster Products.

Case histories of successful point-ofpurchase displays were reviewed during another session with William Isherwood of Bel Aire Process Co., Detroit, as chairman. Speakers were members of the SPPA point-of-purchase committee.

Paul Schaffer of Colonial Process Supply Co., New York City, was chairman of the Product Fair exhibition. Awards of merit were given for outstanding examples of screen process printing.



# have YOU run Fox River's Bonds or Onion Skins lately?

### There's a Fox River grade for every business and social use:

100% COTTON

Anniversary Bond Anniversary Onion Skin Anniversary Ledger

75% COTTON

National Bank Sond National Bank Ledger

50% COTTON

English Bond English Ledger

25% COTTON

Fox River Bond Fox River Opaque Fox River Laid

Fox River Onion Skin

Fox River Ledger

Excelerase Bond Excelerase Onion Skin

Translucent Bond

... also Vellums, Bristols and Thin Cards . . . . . . .

They print even better . . . They lie flatter . . .

They cause fewer feeder stops ...

And-they're ARCTIC WHITE (the original fluorescent white) . . . the color that the writing paper industry is still trying to equal in brightness and uniformity!

# FOX RIVER PAPER CORPORATION APPLETON, WISCONSIN

This month's advertisement was designed and set through the combined efforts of Ardel Johnson. Jim Jacobson and John Patrick of the Hoffman Printing Company, Minneapolis, Minnesota,

# Production, Research, Costs Topics of BMI Meeting

Book Manufacturers Institute's new president, Ben D. Zevin, was advanced from first vice-president at the 27th annual convention Oct. 21-24 at the Greenbrier, White Sulphur Springs, W.Va. He heads World Publishing Co., Cleveland.

Attending the convention were some 260 members and their ladies. John Phillips of Vail-Ballou Press, Inc., retiring president, delivered the opening address. Sidney Satenstein of the American Book-Stratford Press, reported for the book industry committee, and Frank G. Jennings,

executive director of the Library Club of America, reviewed the progress of this activity for promoting book reading.

Robert H. Wessmann of J. F. Tapley Co. moderated discussion of perfect binding and machinery. Serving with him were Walter Alexander, Jr. of American Adhesives Mfg. Co., J. Herbert Bryan of Quinn & Boden Co., Herbert J. Connell of S. D. Warren Co., and William F. Cranston of Western Printing and Lithographing Co.

John Hunter of J. C. Valentine Co. and Stanley G. French of the Riverside Press



Ben D. Zevin President



Malcolm H. Frost **Executive Director** 

were cochairmen of a session for reviewing BMI technical research. Panelmen dealing with book specifications and testing were L. Howard Jenkins of L. H. Jenkins, Inc., Luther M. Child, Jr. of Cuneo Press of New England, Harry F. Howard of the Plimpton Press, and Donald C. Brock of Brock and Rankin, Inc.

A. J. Ammon of American Book-Stratford Press led discussion of cost accounting. Results of a production capacity survey were reviewed by Guy C. Holbrook, Jr. of the Riverside Press. Mr. Ammon presented the trade customs committee's report, and Mr. Brock reported for the education committee.

The industrial and labor relations committee staged a session with Martin Blumberg of American Book-Stratford Press, Gage Love of W. J. Gage & Co. Ltd., and Henry B. Roberts of the Plimpton Press serving as cochairmen.

Other speakers included Glen U. Cleeton, dean of the School of Printing Management at Carnegie Institute of Technology, and Chicago attorney J. H. Doesburg, Jr., who delivered the address on captive politics as the threat to free enterprise. There was also an exhibition of book testing instruments.

John Sinnott of Holliston Mills was the first winner of a golf trophy donated by suppliers. It is a sterling silver bowl bearing the name of the late J. Raymond Tiffany, who was BMI's administrative executive for many years.

L. Howard Jenkins, Jr. of L. H. Jenkins, Inc., Richmond, Va., and Fred P. Hofferth of American Book Co., Cincinnati, were elected first and second vicepresidents, respectively. Morgan K. Smith, Jr. of the Riverside Press, Cambridge, Mass., is treasurer, and Alma G. Watson is secretary. Malcolm F. Frost continues as executive director.

### Sabin Robbins Builds Warehouse

Sabin Robbins Paper Co. of Cincinnati has begun construction on a new warehouse and office building in the Chicago area to serve customers in the Midwest. The new building in Broadview, Ill., will provide the firm with 60,000 square feet, doubling the space of the present Chicago warehouse.



Other Fine Papers by FLETCHER:

ALPENA BOND ALPENA DUPLICATOR ALPENA HI-BULK OFFSET ALPENA MIMEO ALPENA REGISTER BOND ALPENOPAKE FLECOPAKE FLETCHER MANIFOLD

MANIFOLD Substance 9, instead of heavier weight

The front cover of a printed demonstration of the use of ALPENA MANIFOLD is illustrated above. Send for this colorful broadside today and see for yourself the fine reproductions of halftones that are possible. Note the smooth, even lay of the ink solids on the fine printing surface. Check the excellent register . . . living proof that ALPENA MANIFOLD feeds well and bulks well. ALPENA MANIFOLD is available in brilliant white and six bright colors.

Sold exclusively through Paper Merchants

FLETCHER PAPER COMPANY

General Sales Offices: 20 N. WACKER, CHICAGO 6, ILLINOIS Mill at ALPENA, MICHIGAN

# C. C. Rossotti President Of Label Manufacturers

Charles C. Rossotti, chairman of the board of the Rossotti Lithographic Corp., North Bergen, N. J., was elected president of the Label Manufacturers Division of the Lithographers & Printers National Association at its annual fall meeting, Oct. 27-29, in Chicago.

Mr. Rossotti succeeds James L. Murphy, vice-president, Consolidated Lithographing Corp., Carle Place, N.Y. Other officers elected were: Nathaniel Gamse, president, Gamse Lithographing Co., Inc., Baltimore, vice-president; W. S. Martin, executive vice-president, Wheeler-Van Label Co. of Grand Rapids, Mich., treasurer, and Thomas J. Curran, assistant executive director of LPNA, director.

Four new directors elected to fill vacancies on the board were: Raymond P. Kane, vice-president, U.S. Printing & Lithograph Co., New York; Robert L. Goldman, vice-president, H. S. Crocker Co., Inc., San Bruno, Calif.; Harald E. Ridgway, president, Ridgway Lithograph Co., Seattle, Wash., and Mr. Martin. John A. Bresnahan was elected general counsel.

Speakers at the sessions included Allen K. Heydrick, director of education and training, Link Belt Co., who discussed "The Challenge of the 3 C's"; Curt Kornblau, director of research, Super Market Institute, on "Super Market Retailing"; Edward B. Miller, attorney, on "State Taxation of Interstate Sales," and J. Norman Goddess, attorney, on "Labor-Management Reporting and Disclosure Act of 1959."

LPNA Executive Director Oscar Whitehouse also spoke on "Business Forecast for Labels" and Thomas J. Curran, executive director of the label group, led a general session on "New Developments in Federal and State Regulations Affecting Labels" on the closing day.

# How Dahlgren Dampening System Aids Lithography

(Concluded from page 47) since the thin film of water on #12, the metal roller, separates the two surfaces as does a lubricant.

Additional advantages claimed for the Dahlgren system are:

(1) No water-absorbent materials of any kind are used. Control is not subject to possible inconsistencies of such materials, and there is no cloth dampener to transfer lint to the plate.

(2) There is an immediate response to the water control when the rheostat is moved for more or less water.

(3) There is a continuous feed of water to the plate, eliminating surges or interruptions which might result from a ductor action. (4) The water and ink balance is obtained immediately after shutdowns of any duration.

(5) There is no need for lateral adjustment as is customary when running short sheets, or as affected by heavy solids in localized areas.

(6) The pressman can shift from a black to a yellow without changing dampener rollers.

(7) Quality is better because the water control is better.

Developed at first for medium-size, sheet-fed presses, the range has recently been extended to include web-fed and other large sheet-fed press sizes.

### Mead Adds to Research Center

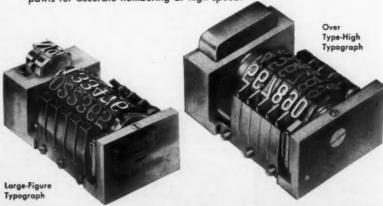
The Mead Corp. has begun additions to its research center in Chillicothe, Ohio. They include two new wings and a pilot plant extension on the present building. The additions, which will double the center's size, are expected to be completed within a year.

### NuArc Moves Into New Building

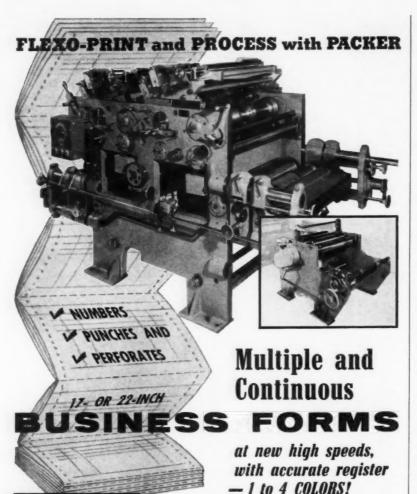
NuArc Co., Inc. has moved into new quarters at 4110 W. Grand Ave., Chicago. The new building has quadrupled production and office facilities and provides a showroom in which to exhibit the entire nuArc line.

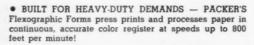
# BIGAMY is a matter of NUMBERS

Printers can't help loving both of these big figure Typographs when large, easy-to-read numbers are needed for tickets, labels, tags, baggage checks, etc. Developed by Wm. A. Force & Co., Inc., numbering equipment pioneers since 1875, the Large-Figure machine is type high with ½" deep-cut Roman or Gothic figures. Where larger numerals are desired, the Over Type-High machine provides ½" to 1½" deep-cut Roman or Gothic figures, in metal or rubber. These sturdy machines have hardened steel wearing parts . . . precision ratchets and pawls for accurate numbering at high speed.









- A combination type press, the PACKER produces either 17" or 22" forms and eliminates need for two individual presses normally required. Standard 2-color (or 4-color) presses can be built in 18", 24" or 30" sizes to process any multiple width forms required. Any quantity of numbering and punching units for processing unusually small forms can be also furnished. Versatile mechanism handles cross, skip, or angle perforations continuous chain or file hole punching.
- Press also features barrel or straight type numbering mechanism which adjusts to different weight stocks without "punch-thru" or offset — and has a synchronized throw-out device. Another feature is PACKER'S exclusive "Feather Touch" hydraulic control for equalized print impressions and for positive, instant color throw-outs.
- PACKER Forms Presses are also furnished for oil ink usage — or with combinations of flexographic and oil inks — Also, with Center or Surface Rewind and/or Sheeter.
   Write for complete information. Dept. IP-59.

PACKER

Manufacturing Company

GREEN BAY. WIS CONSIN

Manufacturers of "CHAIN-HOLE" PUNCH Printing and Die Cutting Equipment

# Canadian Printers Name G. N. Gostling President

"Men, Management and Machines" was the theme of the Canadian Graphic Arts Industries Association at its annual meeting Nov. 1-4 in Toronto.

After welcoming addresses by Mayor Nathan Phillips and by H. F. Phillips, president of the Toronto Graphic Arts Association, the delegates heard C. W. Wright of C. W. Wright & Associates.

Delegates also heard a debate entitled "Letterpress Vs. Offset," which included David Maclellan, Douglas Townsley, Henry Martin, Sidney Stone, and V. W. Ashby. Larry Henderson, a foreign news reporter for the Canadian Broadcasting Co. described "The New Russia" in an address at the opening day dinner.

Other highlights of the convention included a series of suggestions to management by Elmer T. Brown, president of the International Typographical Union and a series of proposals to labor by Dr. C. H. Dickinson, general manager of Ryerson Press, Ltd., Toronto. The labor theme was continued in a luncheon address by J. B. Metzler, deputy minister of labor for Ontario.

"Printing for Profit" was discussed by J. R. M. Wilson of Clarkson, Gordon & Co., a specialist in corporate finance. Dr. Ferdy Tagle, principal of the New York School of Printing, described "The Role of the Graphic Arts Institute in the Training of Apprentices." Raymond Blattenberger, United States Public Printer, addressed the convention banquet on the subject, "The Challenge and Prestige of This Industry of Ours."

Highlights of a ladies' program included a talk by Mrs. Frances Shelley Wees on "The Mystery of Red China," a conducted tour of the Toronto Art Gallery, and a bus tour of local points of interest.

The association elected G. N. Gostling, Pakfold Continuous Forms, Ltd., Niagara Falls, Ontario, president. Members elected seven vice-presidents. They are P. Begin, Imprmr. Jacques Cartier, Inc., Montreal; T. A. Comfort, Hamly Press, Ltd., Edmonton, Alberta; W. D. Hurley, Hurley Printing Co., Ltd., Brantford, Ontario; G. Hyatt, Evergreen Press, Ltd., Vancouver, British Columbia; G. Laflamme, Imprmr. Laflamme, Ltée., Quebec; G. Love, W. J. Gage, Ltd., Scarborough, Ontario, and J. T. McLellan, Systems Equipment, Ltd., Winnipeg, Manitoba.

Delegates also selected E. Pollard of Saults & Pollard, Ltd., Winnipeg, to serve as honorary secretary; A. MacEachern of N. A. MacEachern & Co., Ltd., Toronto, honorary treasurer; W. A. Doogan, Brown Brother, Ltd., Toronto, chairman of Master Printers Section, and W. E. Trevett of Cooper & Beatty, Ltd., Toronto, chairman of Union Employers Section.

# You name it...MONOMATIC DOES IT

The methylstibines and the monomer dimenujations. The methylstibines and the monomer dimenujations. The methylstibines and the monomer dimenujations. The methylstibines and Louis R. Grant (Univ. of S. California, Los Angeles). J. Am. Chem. Soc. 81, 1–5 (1959); cf. C.A. 49, 5187c.—Hydridation of Me<sub>3</sub>SbBr (1959); cf. C.A. 49, 5187c.—Hydridation of Me<sub>3</sub>SbBr yielded MeSbH<sub>3</sub> (log p<sub>mm</sub> = 7.438 - 1431/T) and Mezyields H and with B<sub>2</sub>H<sub>3</sub>Br yields B<sub>2</sub>H<sub>4</sub>. Conversion of Me<sub>2</sub>SbH to H and Sb<sub>2</sub>Me<sub>4</sub> is catalyzed by B<sub>2</sub>H<sub>3</sub>, and some MezSbH to H and Sb<sub>2</sub>Me<sub>4</sub> is catalyzed by B<sub>2</sub>H<sub>3</sub>, and some MezSbH<sub>4</sub> (log p<sub>mm</sub> = 7.777 - 1678/T) is formed. Sb<sub>2</sub>Me<sub>4</sub> SbBH<sub>2</sub> (log p<sub>mm</sub> + 7.777 - 1678/T) is formed. Sb<sub>2</sub>Me<sub>4</sub> was prepd. from Me<sub>3</sub>Sb and Sb, and in contact with compd. at 160–200° to Me<sub>3</sub>Sb and Sb, and in contact with grease at room temp. it decompd. to Me<sub>3</sub>Sb and black polygrease at room temp. it decompd. to Me<sub>3</sub>Sb and black polygrease at room temp. it decompd. to Me<sub>3</sub>Sb and black polygrease at room temp. it decompd. to Me<sub>3</sub>Sb and black polygrease at room temp. it decompd. to Me<sub>3</sub>Sb and black polygrease at room temp. it decompd. to Me<sub>3</sub>Sb and black polygrease at room temp. it decompd. to Me<sub>3</sub>Sb and black polygrease at room temp. it decompd. to Me<sub>3</sub>Sb and black polygrease at room temp. it decompd. to Me<sub>3</sub>Sb and black polygrease at room temp. it decompd. to Me<sub>3</sub>Sb and black polygrease at room temp. it decompd. to Me<sub>3</sub>Sb and black polygrease at room temp. it decompd. to Me<sub>3</sub>Sb and black polygrease at room temp. it decompd. to Me<sub>3</sub>Sb and black polygrease at room temp. it decompd. to Me<sub>3</sub>Sb and black polygrease at room temp. it decompd. The polygrease at room temp. The polygrease at room te with exptl. systematics of The methylstibines and the monomer dimensy

results of computations of excitation energies (to within 10% of expt.) and oscillator strengths from solns. of Hartree-Fock of expt.) and oscillator strengths from solns. of Hartree-Fock equations for 3.1P terms of Ne(2p%3s). Predicted oscillator strength of 736-A. transition is 0.11, in accord with expt. The ground-state-computed diamagnetic susceptibility of The ground-state-computed diamagnetic susceptibility of Metal-containing azo dyes. C I B A Ltd. (Christian Zic-Metal-containing azo dyes. C I B A Ltd. (Christian Zic-Mendraht, inventor). Ger. 959,394, Mar. 7, 1957 (Cl. 22a, 2). See Swiss 319,234 (C.A. 51, 17180h) and Brit. 785,026 (C.A. 52, 2418a).

Metalized 0,0-dihydroxy azo dyes. C I B A Ltd. (Walter Manhart, inventor). Ger. 1,005,214, Mar. 28, 1957 (Cl. 22a, 9). See U.S. 2,849,435 (C.A. 53, 11849d).

20a, 9). See U.S. 2,849,435 (C.A. 53, 11849d).

Bühler and Christian Zickendraht, inventors). Ger. 959, 487, Mar. 7, 1957 (Cl. 22a, 2). See Swiss 312,961 (C.A. 51, 5435f).

Cabello containing azo dyes. C I B A Ltd. (Christian Christian Chesition Cabello C

monomatic

CONOMIC

487, Mar. 1, 1897 (C. 25, 1897) (C. 1897) (C.

Copper-containing 0,0'-dihydroxy azo dyes. Farbenfabri-yer Akt.-Ges. (Rolf Zütter, yer Akt.-Ges. (Rolf Zütter, Scholf 2011) Scholf Sch

21131h).

Cupriferous azo dyes. C I B A
tor). Ger. 1,001,783, Jan. 31, 14
(C.A. 53, 1743d) and Brit. 806,05
Azo pigments containing oxadia:
(Willy Müller and Adolf E. Si
1,000,117, Jan. 3, 1957 (Cl. 22a
(C.A. 53, 1731f).
Green trisazo dyes. Badisch
Akt.-Ges. (Hans Krzikalla, Gü

Akt.-Ges. (Hans Krzikalla, Gür Pfirrmann, inventors). Ger. 1,0 22a, 10). See Brit. 785,101 (C.,

Radical addition reactions of 1 T. Miller (to Minnesota Mining 2.888247 Mer. 21 1050 2,880 247, Mar. 31, 1959. The one io y free radi



decafluorocctane, b., 113°, dso
248. The perhalogenated a
addn. contains one bromine:
di-bromo-2-chloropentafluorop
dso 2.2224, n° 1.4060; 2-bron
butane, biss 119.7°, f.p. -58
dichlorohexafluoro-2-butene,
1.5873, n° 1.3381; 1,1,3

... better and more profitably!



Type set in Monotype-Century and Craw Clarendon

The complex composition shown on this page (part of one full galley) was keyboarded and cast on MONO-MATIC machines in a commercial printing plant by regular operators. The keyboard and matrix case layout contained full fonts of caps and lower case roman, italics, bold face roman . . . including punctuation marks and three full sets of figures in addition to a full set of superior and inferior figures and sixty special characters.

This copy, when keyboarded and cast on 1517 Monotype equipment in the same plant, required the hand insertion of 240 characters requiring 1½ hours of a hand compositor's time in only one galley. This hand work was completely eliminated on MONOMATIC ... a time saving that multiplies into a substantial profit.

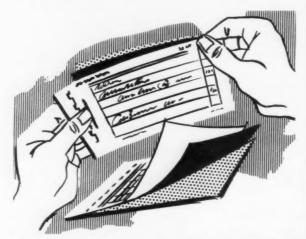
But this is visual proof of only one of the many time and money saving features of the new "ECONOMIC MONOMATIC". Want to know more? Write for complete information on how MONOMATIC can fit into your future composing room. Address Lanston Monotype Company (a division of Lanston Industries Inc.) 24th & Locust Streets, Philadelphia 1, Pa.

# monomat

THE MODERN METHOD OF TYPESETTING

# Business Forms Move Big Business' Activities

Business functions on paper. Consider business forms that make up the paper work that is vital to an efficiently managed organization, in business, industry, finance, transportation, medicine, education, and in government. The production and printing of business forms is big business,



More than \$400-million worth of business forms are printed annually. This copy and illustration were adapted from promotional material on back of a calendar issued by International Paper Co. in February, 1959

over \$400-million annually. Numerous concerns specialize in the production of business forms designed to meet any situation that will increase efficiency and reduce costs.

The advent of electronic business machines that operate accurately, in unbelievably fast time, has contributed to greater efficiency in form work. Much business form work is still done on typewriters or written by hand. In any case, no matter what method is used, business runs on printed paper forms. You have received copies of shipping manifests, bills-of-lading, sales slips from a retail store, carbon copies of credit charges or bills. In addition, there are order forms in triplicate, or more copies, inventories, purchases, insurance policies and forms, contracts, leases, time sheets, card records, bank statements, deposit slips, checks, drafts, etc., to name just a few.

Various grades of paper are used for printed business forms such as register bond, tabulating index for automatic cards, bond papers, ledgers, carbonizing tissue, cash register paper (specially treated to duplicate without carbon), adding machine paper, safety papers (for checks and securities), post card, tag board, carbonizing bond paper (a dense sheet with carbon applied directly to the back of the business form), index (both white and colors), manifold, translucent parchment, groundwood, and rag content papers—all selected to serve a specific purpose to carry on business efficiently and with accuracy. Well over half a million tons of these papers are used each year for business forms, precision-made.

# did you offers lithographic

Cost-conscious printers have discovered the allnew Hamilton Litho line — and a satisfying discovery it is! Here is a wide range of film and plate processing and storage equipment that saves labor, cuts material waste and produces better results to boot. You, too, can meet the demand for better finished work — at lower perthousand cost — with Hamilton Lithographic equipment! See the new Hamilton Litho line now at your Hamilton dealer's!

new ideas...new materials...
new convenience, from Hamilton!



Vacuum Printer Exclusive center-seal feature rolls air out evenly in all directions — film can't shift or wrinkle! Separate cover glass lets operator inspect alignment before lowering lid.



Formliner Makes rules, grids, borders instantly, accurately on rotating circular work surface. Lighted glass rotates full 360° and has calibrated vernier scale for instant alignment.

# FREE

Get full details on Hamilton's Litho line from your Hamilton dealer or write for FREE catalog No. 29. Write today: Printers Equipment, Hamilton Manufacturing Company, Two Rivers, Wisconsin.



WORLD LEADER IN

**know Hamilton** this complete line of equipment?



surface can be adjusted instantly to most comfortable position. New shallow reflector permits leg and knee room - increases speed and efficiency.



Layout Tables Lighted working Artist Retouch Tables Instant adjusters on either side of table allow operator to move working surface from horizontal to 60 for greater working comfort and efficiency.



**Dot Etching Tables** Two separate lighting arrangements provide increased flexibility. Fluorescent lights plus film-safe incandescent red lights. Moveable water control is operated by hand or body pressure



Deep Etch Tables Heat-cured Epoxy Resin finish on Hamilton Deep Etch tables resists action of etching solutions. Leg leveling device assures proper pitch for drain gutter.



extra-heavy stainless steel for heavy-duty use. Movement of single lever instantly adjusts redwood duckboards from flat to sloping position.



Plate Developing Sinks Built of Plate Sink and Ink-Up Tables Combination table specially designed for the smaller shop. Sink, working surface and storage shelf provide a convenient one-station processing area.

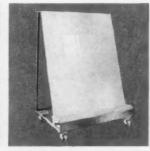
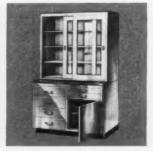


Plate-Roller Trucks Damaged plates mean costly down-time, expensive remakes. Hamilton plate-roller trucks provide convenient transportation or storage of valuable plates and rollers,



Modular Storage Cabinets No matter how large or small your storage needs — Hamilton has the answer in its Pacemaker storage cabinets for chemicals, film, art work, ink and other supplies.

Hamilton - 27th Annual National Association of Photo-Lithographers Convention - November 18-21, Kansas City, Missouri, Booths 130, 131 and 1321

PROFESSIONAL AND SCIENTIFIC EQUIPMENT

# Offset Pressman Must Know Dampening Systems

(Continued from page 47)

system of dampening. One method refrigerated the plate cylinder to cause condensation to form on the plate. Another dampens the plate with a roller and then blows off the excess water with a "blade of air" as used in some paper coating machines. Electrolytic deposition, fine sprays, steam, vapor, and other methods have been tried. If the amount of money that has been spent in improving our dampening system had been spent in getting a process that would work without water, we would probably have a waterless planographic plate for our offset presses today.

For some time to come we will have with us the standard type of dampening system. And while we are waiting for that great day of push-button dampening or the waterless plate, we had better buckle down and try to master the system we have. If several thousand other pressmen have learned how to handle it, it seems reasonable to suppose a few more can.

The first rule is to practice good maintenance. The driving mechanism of the system must be kept in smooth working condition to insure a chatter-free operation. Gears and bearings are to be clean and well lubricated, and worn parts must be replaced. Roller spindles that are bent or otherwise damaged will make rollers wobble and turn eccentrically. Worn spindle sockets make roller setting difficult and inaccurate. Roller stocks that are not truly cylindrical will cause trouble.

Cleanliness is a must. The water pan should be kept free of dirt, lint, and bacteria. A small amount of an antibiotic in the fountain solution will take care of the bacteria in the pan and in the water leveling devices.

If the pan roller has a cover, it must be kept clean. If there is no cover, the roller surface must be clean enough to support an unbroken film of water for at least one revolution. If this film breaks in spots, dampening will be erratic.

The roller should be scrubbed with pumice and full-strength fountain etch. It sometimes helps to finish up by coating it with etch and letting it dry.

The vibrator must be cared for in the same manner as the fountain roller. If these rollers are of brass, they should be sent out and chrome-plated by someone who knows how. They need special treatment. An automobile chrome plater will not do.

If molleton is used on the other rollers, the very best grade of cover is the most economical. And it must be applied carefully. Keep it clean with frequent washing in the roller washing machine. Use a detergent that does not foam excessively and be sure to rinse thoroughly. It is just as important to keep the ductor clean as it is the forms.

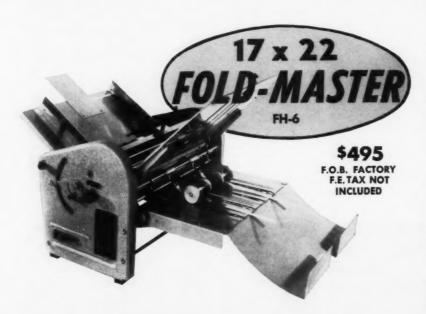
In pictorial work on which there are heavy areas of image in some places and light areas in others, it is obvious that a variable feed of dampening is required across the plate. To try to balance the water with water stops is difficult and time-consuming and is no longer practiced in high production shops.

Fortunately, the dampener forms tend to take ink more readily when the plate is heaviest with ink, areas that need the least water. So the sheets will look better after the dampeners have dirtied up a little. But this set of rollers will not do for the next plate if that, too, is a pictorial.

The setting of dampeners is quite critical. Even pressmen who have mastered the art use varied techniques in doing this job. It is a waste of time to give a dry molleton anything but a preliminary setting. New molletons should be run-in and soaked in the washing machine. Then they are installed wet and set with a feeler of film or metal.

Paper-covered dampeners may be set either wet or dry. The "feel" that one gets

# I the CHALLENGE line of AUTOMATIC FOLDING MACHINES



# NOW...there are 3

Challenge Fold-Master models for printers, binders and duplicator operators.

FH-6 — for continuous duty folding requirements up to 17x22 inches.

FH-5HD — for continuous duty folding requirements up to 9x18½ inches.

FH-5C — for occasional shortrun folding requirements up to 9x18½ inches.



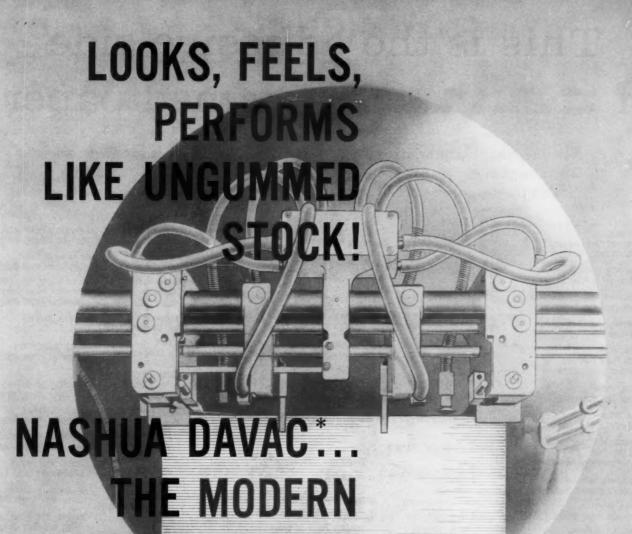
## IDEAL FOR FOLDING 4-PAGE 8½-11 FOLDERS

Now... for the first time — a bench model machine that can handle both single and double parallel folds on sheets from 4x5 to 17x22 at speeds up to 9,000 per hour!

This new Challenge Fold-Master is moderately priced; takes stocks from 12 to 100 lbs.; has two scoring wheels for right-angle scoring; and many other features to assure profitable trouble-free operation.

For complete details see your local authorized Challenge Dealer or write . . .

THE CHALLENGE MACHINERY CO.





MR. RICHARD KAYE, PRESIDENT OF KAYES', INC., FARGO, N. DAK. SAYS: "YOU'LL TAKE ON ALL THE GUMMED PAPER JOBS YOU CAN GET-AND GO OUT FOR MORE-ONCE YOU TRY NASHUA DAVAC."



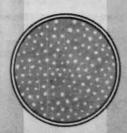
You've never printed gummed paper like this before! Nashua DAVAC looks, feels, performs like ungummed stock...ends press problems... puts profit back into gum label printing! DAVAC's matte-like adhesive—developed by Nashua - lets the paper "breathe" ... expand and contract, absorb and release moisture without curling. This modern paper stays flat

under relative humidity of 70% and more...

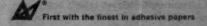
LABEL PAPER!

updates your label printing - from storage, to satisfied customers!

Prints beautifully, too. DAVAC is neither broken nor stack calendered...gives you reproduction quality conventional gummed papers can't touch. Thousands of printers like Mr. Kaye now use, and endorse, modern DAVAC. Ask your distributor about this original balanced gummed paper. He's listed on the back of this insert.



Microscopic beads of adhesive let DAVAC paper "breathe", thus prevent curl. Matte-like finish takes ink beautifully when labels must be printed on adhesive side.





# This is the <u>adhesive</u> side of **DATAC** gummed paper!

Note the crisp, sharp printing. DAVAC'S matte-like adhesive is excellent for look-through labels, window stickers, other reverse-side jobs. DAVAC is available through the fine paper merchants listed below. Ask for trial-run sample sheets.

AKRON, ONIO
Alling and Cory Company
Millcraft Paper Company

ALBANY, NEW YORK Hudson Valley Paper Company

ALBUQUERQUE, NEW MEXICO Carpenter Paper Company

ALEXANDRIA, LOUISIANA Louisiana Paper Company, Ltd.

ATLANTA, GEORGIA Sloan Paper Company Whitaker Paper Company

AUGUSTA, MAINE
Carter Rice Storrs & Bement

AUSTIN, TEXAS
Carpenter Paper Company

BALTIMORE, MARYLAND Whitaker Paper Company White Rose Paper Company

BATON ROUGE, LOUISIANA Louisiana Paper Company, Ltd.

BILLINGS, MONTANA Carpenter Paper Company

Sioan Paper Company

Carter Rice Storrs & Bement
John Carter Company

BRISTOL, VIRGINIA
Dillard Paper Company

BUFFALO, NEW YORK
Alling and Cory Company

CHARLESTON, WEST VIRGINIA Central Ohio Paper Company

CHARLOTTE, NORTH CAROLINA Charlotte Paper Company Dillard Paper Company

CHATTANOGGA, TENNESSEE Sloan Paper Company

CHICAGO, ILLINOIS

Bradner Smith and Company
Carpenter Paper Company
Dwight Bros. Paper Company

CINCINNATI, OHIO Chatfield Paper Corporation Whitaker Paper Company

Alling and Cory Company Millcraft Paper Company

COLUMBIA, SOUTH CAROLINA Dillard Paper Company Palmetto Paper Company Columbus, OHIO
Central Ohio Paper Company

CONCORD, NEW HAMPSHIRE
John Carter and Company, Inc.

DALLAS, TEXAS
Carpenter Paper Company

Central Ohio Paper Company

Carpenter Paper Company

DES MOINES, IOWA Carpenter Paper Company

DETROIT, MICHIGAN
Seaman-Patrick Paper Company
Whitaker Paper Company

Carter Rice Storrs & Bement

EL PASO, TEXAS Carpenter Paper Company

FARCO, NORTH DAKOTA

John Leslie Paper Company

FORT WAYNE, INDIANA Millcraft Paper Company Taylor Martin Papers, Inc.

FORT WORTH, TEXAS
Carpenter Paper Company

Rhodes Paper Company

GRAND ISLAND, NEBRASKA Carpenter Paper Company

CARPENTER PAPER COMPANY

Carpenter Paper Company
John Leslie Paper Company

Dillard Paper Company

GREENVILLE, SOUTH CAROLINA Dillard Paper Company

HARLINGEN, TEXAS Carpenter Paper Company

HARRISBURG, PENNSYLVANIA Alling and Cory Company

HARTFORD, CONNECTICUT
John Carter and Company

HONOLULU, HAWAII Honolulu Paper Co. Ltd.

HOUSTON, TEXAS
Carpenter Paper Company

INDIANAPOLIS, INDIANA Indiana Paper Company

JACKSON, MISSISSIPPI Jackson Paper Company

JACKSONVILLE, FLORIDA
Jacksonville Paper Company

JAMESTOWN, NEW YORK Millcraft Paper Company

KANSAS CITY, MISSOURI Carpenter Paper Company

KNOXVILLE, TENNESSEE
Dillard Paper Company

Carpenter Paper Company

Roach Paper Company

LONGVIEW, TEXAS Etex Paper Company

LOS ANGELES, CALIFORNIA Carpenter Paper Company Ingram Paper Company

Rowland Paper Company

LUBBOCK, TEXAS
Carpenter Paper Company

LYNCHBURG, VIRGINIA
Caskie Paper Company, Inc.

Macon, GEORGIA Macon Paper Company

MEMPHIS, TENNESSEE
Tayloe Paper Company
Roach Paper Company

MERIDIAN, MISSISSIPPI Newell Paper Company

MIAMI, FLORIDA Everglade Paper Company

MILWAUKEE, WISCONSIN Dwight Bros. Company

MINNEAPOLIS, MINNESOTA Carpenter Paper Company John Leslie Paper Company

MISSOULA, MONTANA Carpenter Paper Company

MOBILE, ALABAMA Partin Paper Company

MONROE, LOUISIANA Louisiana Paper Company, Ltd.

MONTGOMERY, ALABAMA Weaver Paper Company NASHVILLE, TENNESSEE Bond-Sanders Paper Company

NEWARK, NEW JERSEY Central Paper Company

NEW HAVEN, CONNECTICUT
John Carter Company
Carter Rice Storrs & Bement

NEW ORLEANS, LOUISIANA
D and W Paper Company, Inc.

NEW YORK, NEW YORK
Alling and Cory Company
Miller & Wright Paper Company
Harry Elish Paper Company
Linde-Lathrop Paper Co., Inc.
Geo. W. Millar and Co., Inc.
Whitaker Paper Company

NORFOLK, VIRGINIA
Old Dominion Paper Company

Carpenter Paper Company

OKLAHOMA CITY, OKLAHOMA Carpenter Paper Company

CARPENTER Paper Company

Central Paper Company

PHILADELPHIA, PENNSYLVANIA Rhodes Paper Company Whiting Patterson Company

PITTSBURGH, PENNSYLVANIA Alling and Cory Company Whitaker Paper Company

POCATELLO, IBAHO
Carpenter Paper Company

PORTLAND, OREGON
Carter Rice and Company

PROVIDENCE, RHODE ISLAND
Carter Rice Storrs & Bement
John Carter and Company, Inc.

PUEBLO, COLORADO Carpenter Paper Company

RALEIGH, NORTH CAROLINA Raleigh Paper Company RICHMOND, VIRGINIA

Richmond Paper Company
ROANOKE, VIRGINIA
Dillard Paper Company

ROCHESTER, NEW YORK
Alling and Cory Company

Acme Paper Company Beacon Paper Company

ST. PAUL, MINNESOTA
Carpenter Paper Company
John Leslie Paper Company

SALT LAKE CITY, UTAH Carpenter Paper Company

SAN ANTONIO, TEXAS Carpenter Paper Company

SAN FRANCISCO, CALIFORNIA Bonestell Paper Company Carpenter Paper Company

SAVANNAH, GEORGIA
The Atlantic Paper Company

SEATTLE, WASHINGTON
Carpenter Paper Company
West Coast Paper Company

SHREVEPORT, LOUISIANA Louisiana Paper Company, Ltd.

SIOUX CITY, IOWA Carpenter Paper Company

SIOUX FALLS, SOUTH DAKOTA
John Leslie Paper Company

SPOKANE, WASHINGTON Independent Paper Company

SPRINGFIELD, MASSACHUSETTS
Carter Rice Storrs & Bement

SYRACUSE, NEW YORK
Alling and Cory Company

TACOMA, WASHINGTON
Allied Paper Company, Inc.

TALLAHASSEE, FLORIDA Capital Paper Company

Tampa, FLORIDA Tampa Paper Company

TEXARKANA, TEXAS
Louisiana Paper Company, Ltd.

TOLEDO, ONIO
Central Ohio Paper Company
Millcraft Paper Company

TOPEKA, KANSAS
Carpenter Paper Company

TYLER, TEXAS
Etex Paper Company

UTICA, NEW YORK
Alling and Cory Company

WASHINGTON, D. C. Whitaker Paper Company

WICHITA, KANSAS Southwest Paper Company

WILMINGTON, DELAWARE Whiting-Patterson Company

WILMINGTON, NORTH CAROLINA Dillard Paper Company

WORCESTER, MASSACHUSETTS
Carter Rice Storrs & Bement

There is only one DAVAC order it by name!

when pulling a feeler depends more upon the type of feeler being used than it does the thickness. This feel is something that is difficult to pass on to an apprentice. The amount of pull required will vary, of course, with the tightness of the roller, but it also varies with the angle at which it is pulled and with several other factors.

In the days of the early albumen plate it was dangerous to get a catch-up, so pressmen always ran too much water during the makeready. Today, plates can stand more abuse; so in setting dampeners it is well to set them on the light side with the feelers. Then if the plate, when properly inked, shows a tendency to catch-up, the dampeners may be moved in slightly.

my

ny

any

npany

ny, Ltd.

any

pany

mpany

Bement

any

, Inc.

any, Ltd.

ompany

pany

pany

any

npany

mpany

ETTS Bement

ORATION

y

It is difficult to know just what to do when a plate refuses to stay clean. It could be the plate, the dampener setting, the water feed, or even the acidity of the solution. This is where skill is required.

It is fairly safe to say that if a pH test of the solution shows normal, and if there is a slight bump felt at the form spindles, and if there is not an excessive amount of ink being run on the plate, then the trouble is either the rate of water feed or a sensitive plate.

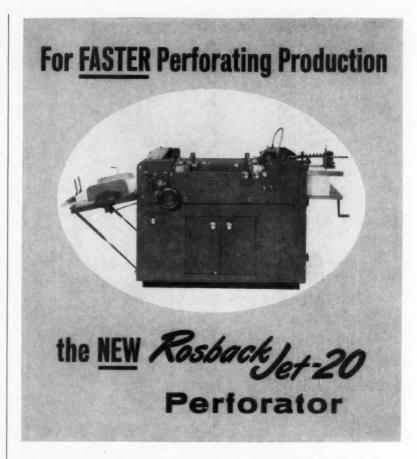
A skilled pressman can judge the dampness of rollers by touching them with the back of his hand. He might try giving the ductor a touch with his wet fountain sponge. There was a time when water could be determined by looking at the plate, but now only grained surface plates will indicate their wetness.

In any case the pressman, by a series of elimination checks, will find what is lacking. If a new plate is indicated, he will double-check to make sure before he asks for another plate.

The dampening system is often blamed for troubles that stem from lack of skill, poor conditions, lack of cleanliness, poor settings, and poor plates. But more often than not the system is blamed when the real fault lies in trying to run too much ink. An offset press will deliver just so much ink to a sheet. Trying to crowd on more causes trouble. The halftones thicken and the plate catches up. The unskilled pressman increases his water feed and gets into further trouble. For best printing and less trouble, run both the ink and the water sparingly.

### Crescent Ink in New Georgia Plant

Crescent Ink & Color Co. of Georgia has moved into a newly-built plant at 1040 Grant St. S. E., Atlanta. The onestory building was designed by Walter Hamilton, vice-president and plant manager. New equipment was installed for increasing lithographic, letterpress, flexographic, and rotogravure ink production and service. The parent organization, Crescent Ink & Color Co. of Pennsylvania, recently acquired Joseph F. Kelly, Inc., St. Louis, and also has plants in Philadelphia, Milwaukee, and Malvern, Pa.



# For slot, strike, and snap-apart form perforating —for scoring, creasing and slitting

Designed for speed and built to traditional Rosback high quality, this NEW "JET-20" perforator fills the need for offset or letterpress sheet sizes printed on 14"x20" presses. New features include:

- Accurate performance at 12,000 to 24,000 sheets per hour on continuous perforating.
- Up to 7,000 sheets per hour on strike perforating.
- Minimum sheet size 6" x 6".
- Maximum sheet size 20" x 20".
- High speed perforating for carbon snap-apart forms.

- · Also scores, creases, and slits.
- A complete factory-built unit ready for operation when delivered.

### An owner of a "JET-20" reports:

We are indeed happy with this machine. The top running speed is approximately 16,000 per hour—almost 4 times faster than the machine it replaced. In addition, an operator can convert from one job to another in less time, so has increased our perforating output approximately 70%. We find we cannot get along without the "JET-20."

Every Rosback machine for bindery operation is designed to pay for itself through cost-saving, increased production. Get full facts from Rosback whenever you need paper perforating, punching, slitting, slotting, scoring, creasing or stitching equipment.

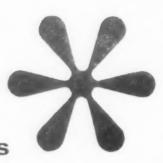
F. P. ROSBACK COMPANY · Benton Harbor, Mich.

MANUFACTURERS OF SLOT ROTARY PERFORATORS SINCE 1909

# NEW PAPERMAKING PROCESS CUTS BOND COSTS AT LEAST 10%!

# FINCH BOND

FIRST
BOND PAPER
EVER MADE
PRINCIPALLY
FROM
NORTHERN
HARDWOODS



For the first time in papermaking history, the tough, white fibers of select New York State hardwoods have been locked together to form pure, white, *economical* Bond paper.

A new process produces this money-saving neutral sulphite sheet chiefly from Finch, Pruyn's own forests of birch, maple and beech, and from neighboring woodlands. New Finch Bond handles, prints and LOOKS much better than you'd believe possible at the price!

Learn how much this can mean to you in savings on office forms, flyers, letters, direct mail material, etc. See opposite page for coupon offer.





FINCH, PRUYN & COMPANY, INCORPORATED . GLENS FALLS, NEW YORK . SINCE 1905

FINCH BOND, OFFSET . COOPER'S CAVE OFFSET, BOND, MIMEO BOND, DUPLICATOR, IMPACT OFFSET

## NEW LITERATURE

Those interested in literature described are asked to write direct to the company listed in the item

### Photographic Drafting By Fotosetter Method

The Intertype Co., Division of Harris-Intertype Corp., 360 Furman St., Brooklyn 1, has issued a brochure titled "Photographic Drafting by the Fotosetter Method." The brochure describes a new process for the preparation of wiring and other types of diagrams using mechanical means. Developed as a replacement for conventional drafting procedures, the process is basically done on an Intertype Fotosetter photographic line composing machine.

### Lightweight Paper Brochure

The Fletcher Paper Co., 20 N. Wacker Dr., Chicago 6, is offering a brochure, "Follow the Trend to Versatile, Lightweight Alpenopake," lithographed in four colors on white Alpenopake. The brochure describes and illustrates uses for this 12" opaque paper, and explains the postage savings that are possible.

### **ATF Webendorfer Offset Presses**

A 12-page booklet on the ATF Webendorfer line of web offset publication presses has been issued by the American Type Founders Co., 200 Elmora Ave., Elizabeth, N. J. The features and advantages of the ATF web publications presses are outlined in detail, together with illustrations and diagrams showing press construction and special features.

### Permacel Paper Tapes Brochure

Permacel, New Brunswick, N. J., has prepared a brochure on its line of pressure-sensitive paper tapes. The brochure details the basic construction and physical properties of the tapes. A listing of paper tape applications, which point out specific uses in various industries, is also included.

### Flexographic Press Folder

An illustrated folder has been released by the Paper Converting Machine Co., Green Bay, Wis., covering its newly-developed six-color flexographic printing press. The brochure describes new developments found on the Model 2641 flexographic press.

### Kodak Film on Photoengraving

An informational film, which dramatizes the photoengraver and the leading role of his craft in the modern economy, has been produced by the Eastman Kodak Co., Graphic Reproduction Sales Div., Rochester 4, N.Y. The 20-minute, 16-mm color and sound film briefly traces the

history of photoengraving and describes in laymen's language how it works and what it does.

# The Electrotype—The Precision Letterpress Printing Plate

The International Association of Electrotypers & Stereotypers, Inc., 758 Leader Bldg., Cleveland 14, has made available a 16-mm sound and color motion picture, "The Electrotype—The Precision Letterpress Printing Plate." The movie, which runs for 27 minutes, is also available in black and white prints for television production.

### **Du Pont Technical Data Folders**

Technical data folders on "Cronar" Ortho M film and "Cronar" Clear Back Ortho film have been issued by the E. I. du Pont de Nemours & Co., Inc., Photo Products Department, Wilmington 98, Del. These new photographic films are of interest to photoengravers. One was designed especially for contact printing work and the other for lateral reversal exposure.

### Flat Sheet Collator Folder

The Macey Co., 13835 Enterprise Ave., Cleveland 35, a subsidiary of Harris-Intertype Corp., has prepared a file folder with data on its flat sheet collator. Containing product literature, floor plans, etc., the folder gives essential information for those interested in collating equipment.

### Standard Vellum Opaque

The Standard Paper Manufacturing Co., P.O. Box 1554, Richmond 12, Va., has issued a four-page folder on its Standard Vellum Opaque papers. Available in white and seven pastel tints, plain and embossed finishes, the Standard Vellum Opaque can be used for both offset and letterpress printing.

### Original Heidelberg Folder

A new approach to two-color press design is discussed in a new folder issued by Heidelberg Eastern, Inc., 73-45 Woodhaven Blvd., Glendale 27, L.I., N.Y.

### Polyflex Sample Portfolio

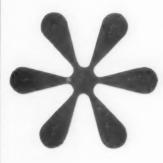
A portfolio complete with descriptive literature, samples, and price lists has been released by the Plax Corp. of Hartford, Conn., on its line of Polyflex polystyrene sheet film. Nontoxic, odorless, tasteless, waterproof, and grease-proof, the material may be used for overwraps, bags, pouches, formed containers, and envelope and carton windows.

### This Is ATF

A 16-page booklet, "This Is ATF," describes in detail the many products and services offered by the American Type Founders Co., 200 Elmora Ave., Elizabeth, N. J. In capsule format, the booklet gives both illustrations and brief technical sum-



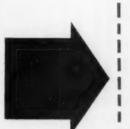
16 and 20 lb.; standard Bond sizes incl.  $8\frac{1}{2} \times 11$  and  $8\frac{1}{2} \times 14$ . This all new paper is whiter, more opaque . . . and so economical!



# INVESTIGATE

Only an actual test will convince you that so good a sheet can cost so little. Write today for generous sample kit.





FINCH, PRUYN & CO., INC. 1 Glen St. Glens Falls, N. Y.

Please send me samples of the new Finch Bond.

NAME
COMPANY
ADDRESS
CITY STATE



# ON YOUR FUTURE...



If you use flexible printing plates, we've an eye on your future. Watch for interesting laboratory developments to be announced soon by Econo. They will have an impact on your future. Always watch Econo—first in the field with materials and methods for successful printing from resilient molded plates; first in quality, service and technology.

FIRST IN THE INDUSTRY

Materials and methods for better printing from resilient plates

PRODUCTS, INC., 132 Humboldt St., Rochester 10, N.Y.





**IDEA NO. 161** 

### "Shock-ing" Use by MONROE

PRESSURE. SENSITIVE PROGRESS

0 F

25

With special truck painting costs skyrocketing, Monroe Auto Equipment Co.. of Monroe, Mich., sought a better way to identify dealers' vehicles advertising Monro-Matic Shock Absorbers. And Ad Director Alan Ballantyne found it—in these versatile, weatherproof Vinyl-Stik signs. They apply oh-so-easy on any car or truck (as oh-so-easy on any car or truck oh-so-easy on any car or truck (as well as on garage or gas station exterior) . . . and stick tight, unaffected by heat, cold, moisture, oil, scuffing – practically indestructible! Colorful screening job by Morgan Process Co., Detroit – prexy Jim Morgan and Walt Bryans handling.

## The World's Most Versatile Self-Sticking Adhesive



IDEA NO. 162

OF

## **Gunning for Sales?**

Gunning for Sales?

So was the Ammunition Div. of Canadian Industries. Ltd., Montreal—so Ad Mgr. Ed Church decided to "blast away" with this neat C.I.L. Shot display. Actual samples of bird shot and buckshot are contained in "pockets" of the vacuum-formed plastic back. Then, just add a sheet of Kleen-Stik 5-mil Clear Acetate, held firmly with its permanent-type adhesive. The clear, self-sticking material provides "show-thru" as well as carrying the screened selling message. Gorrie Advertising, Ltd., Toronto, did the slick production. Idea originated with George Haliburton, V-P.

From shot to shocks, you'll hit your sales target better if your P. O. P. ammunition is armed with the extra selling power of Kleen-Stik. See your regular printer, lithographer, or silk screener—or write for loads of fresh ideas.



maries of the presses, camera, platemaking, composing room, photocomposition, bindery, and other printing equipment and supplies available through the ATF organization. The booklet also reviews ATF's nationwide network of sales and service offices and dealers.

### Westvaco Inspirations, No. 211

The West Virginia Pulp and Paper Co., 230 Park Ave., New York 17, has issued Number 211 of its Westvaco Inspirations for Printers. This issue concludes the series on the evolution of the alphabet with the R to Z group.

### What's New at Foster Brochure

The Foster Manufacturing Co., 140 N. Thirteenth St., Philadelphia 7, has issued a brochure, "What's New at Foster," which illustrates and describes its new reproduction proof press, custom-built ad make-up frame, formica top "cold type" paste-up table, and pica gauge glass scribed light table.

### Idea Letterheads Catalog

Idea Art, 309 Fifth Ave., New York 16, has issued a catalog showing 24 idea letterhead samples in four-colors for use in printing form letters, mailings, and bulletins.

### Dav-A-Mat Paper Masters Folder

A four-page folder published by the Davidson Corp., 29 Ryerson St., Brooklyn, explains in detail how to make the best use of Dav-A-Mat paper masters. The folder outlines ways to prepare the paper masters for offset duplicating.

### **Employee Motivation Comes of Age**

The Sheldon-Claire Co. of 540 Lake Shore Drive, Chicago 11, has issued a 16-page booklet, "Employee Motivation Comes of Age," in commemoration of its 25th anniversary. The booklet gives a brief history of employee motivation, its scope, and its place in modern industry. It also describes how a Sheldon-Claire program is created and implemented.

### NuArc Reference Catalog

A pocket-size catalog listing the nuArc line of graphic arts equipment has been published by the nuArc Co., Inc., 824 S. Western Ave., Chicago 22. Included with the illustration and description of each item is the number of the bulletin that describes the item in detail.

### ATF Green Hornet Folder

A four-page, two-color, illustrated folder on the Green Hornet offset press, has been issued by the American Type Founders Co., Inc., 200 Elmora Ave., Elizabeth, N. J. The folder is a case history study of one plant's production experience with the four-color, 111/2x171/2-inch, web-fed







"the DRUM HANDLER" \$890<sup>00</sup> complete 1000 lb. capacity

Model 3062—battery operated

# SELECTION



MORE THAN 80 BIG JOE MODELS

**Hydraulic Handling for EVERY Department** 

Manufacturing Company Colony Drive Wisconsin Dells, Wisconsin

# Heidelberg



automatic platens
10 x 15 - 13 x 18



single color job cylinders  $15 \times 20 \frac{1}{2} - 21 \times 28$ 



two-color, (rotary & flatbed)  $15 \times 20 \frac{1}{2} - 21 \times 28$ 

and now you get the second color profit on O. H. two-color presses

# 1st in sales

# "HEIDELBERG OWNERS GET THE EXTRA PROFITS!"

... so agree thousands of printers in naming a common motive for selecting Heidelberg letterpress.

Why does Heidelberg letterpress continue to gain in sales and popularity?

Frankly, printers buy them

... because Heidelberg letterpress is modern precision letterpress.

...because of precision engineering perfection in manufacture and glove-fitting assembly.

... because Heidelbergs give you that

... because of their versatility and top performance in printing, embossing, die-cutting, numbering, creasing and perforating.

... because of time and money saving features such as single lever control, built-in washup, minimum makeready full accessibility (no swing-aways), tremendous impressional strength, unequalled ink distribution, and many more.

... because proof is in the profits!
We invite you to join the great inner circle of printers who "assured bigger profits" by installing Heidelberga. Contact, your Heidelberg dealer for details or to arrange a demonstration.

first in letterpress!

URIGINAL HEIDELBERG

SALES AND SERVICE ACROSS THE U.S.A. • New York (Glendale, L.I.) • Les Angeles • Reasten • Washington, B.C. • Richmond • Cleveland
Atlanta • Chicago • Minscapolis • Kansas City • El Paso • Denver • Affungarque • Soit Lake City • Phoenix • Seattle • Son Francisca • Pertiend

# PEOPLE IN THE NEWS

W. HENRY SEAMANS has been promoted to the newly-created post of chief engineer of letterpress by the Cottrell Co., Westerly, R.I., a subsidiary of Harris-Intertype Corp. He has been with Cottrell for 21 years.





Roy E. Curtis

W. Henry Seamans

ROY E. CURTIS has been promoted to assistant sales manager in the eastern states by the Virkotype Corp., Plainfield, N. J. He will work under the direction of L. J. BURILLO, regional sales manager.

STEVEN A. ROTH has joined the sales force of McGill Graphic Arts Center, St. Paul, Minn. Mr. Roth formerly was assistant production manager of the Taylor Publishing Co., Dallas.

BENJAMIN KULP, chairman of the board and president, and GEORGE WOL-COTT, vice-president, have retired from active management of Wilson Jones Co., Chicago.

WILLIAM E. FASSBINDER, a vice-president of Corn Belt Publishers, Inc., and manager of the organization's Drovers Telegram division at Kansas City, Mo., has been named director of printing for the firm. Headquarters will be in the company's home office in Chicago. ROBERT L. RUDBECK succeeds Mr. Fassbinder as

CHARLES E. SOUTHERN, manager of the Sinclair & Valentine Co.'s Nashville, Tenn., district, has been named to supervise operations of the company's new Memphis, Tenn., branch. GEORGE NES-SMITH, Franklin, Va., branch manager,

Herbert E. Edelman







was appointed Memphis branch manager. The S&V Atlanta branch has been transferred from the Nashville district to the Florida district under the supervision of HERBERT E. EDELMAN. JACK CUMMINGS has been appointed assistant district manager, Florida district, in addition to his duties as S&V branch manager in Jacksonville, Fla. EARL WALLWIN continues as Atlanta branch manager and GENE KITT-RELL was named branch manager in Pensacola, Fla. PATRICK B. MILLER was appointed manager of the Franklin branch.

JOHN A. CARD has been named to handle sales and service for the undercut guillotine trimmer and bag machinery

equipment by the Smith & Winchester Manufacturing Co. of South Windham, Conn. The company also assigned JOSEPH MAGIERA to the engineering department.

SAMUEL F. CHERNOBLE, Comet Press, Inc., and HARRY G. WOLFE, Davis-Delaney, Inc., both of New York City, have accepted the leadership of the graphic arts and fine paper industries' 1959-60 campaign for the Federation of Jewish Philanthropies.

ROBERT TAYLOR has been promoted from plate superintendent of Comfort Printing & Stationery Co., St. Louis, to general sales manager of both Comfort Printing and the Shallcross Printing &



Stationery Co. ROY A. BOGUE, formerly assistant plant superintendent, has been named plant superintendent of the Comfort company. TOM VESPERENY has been named Comfort printing plant manager.

RICHARD E. SITZER and GEORGE S. SERRA have been elected controller and assistant controller, respectively, of the Hurlbut Paper Co., South Lee, Mass.

MURRAY BECKFORD has been appointed manager of the Hamden, Conn., branch office of the Printing Ink Division of Interchemical Corp., New York City.

J. C. WOODARD has been assigned to the Twin Cities area by the Nekoosa-Edwards Paper Co., Port Edwards, Wis. Mr. Woodard will do consumer work in Nebraska, Iowa, North and South Dakota, and Minnesota.

DAVID M. SMITH has been appointed a sales representative of the Harold M. Pitman Co., Chicago.

T. N. KNOX has been appointed director of purchases for the New York and Pennsylvania Co., Inc., New York City. Mr. Knox succeeds C. W. Gallup, who retired as assistant to the president.

L. E. SMITH, Appleton Division manager of the Consolidated Water Power & Paper Co., Wisconsin Rapids, Wis., has retired. He is succeeded by HAROLD J. LAUSMAN, former assistant manager.



Celebrating the 25th anniversary of the founding of Jones Press of Minneapolis, were Mr. and Mrs. Nob'e K. Jones, La Jolla, Calif., respectively, founder and original corporation secretary. The party was attended by more than 100 employees of Jones Press and its two affiliates, Arrow Press and Style Line Greetings, Inc.

HENRY H. VALLETTE has been named director of sales service for Chillicothe Paper Co., Chillicothe, Ohio. Mr. Vallette was a sales service representative for Mead Corp. prior to transferring to this newly-created position with Mead's subsidiary.





Thomas P. Connelly

Henry H. Vallette

THOMAS P. CONNELLY has been reassigned as sales representative in the Ohio-Michigan-Kentucky and West Tennessee area for the Reeves-Vulcan line of Durofine and Duroflex offset blankets, manufactured by the Vulcan Rubber Products division of Reeves Brothers, Inc., New York.

PHILIP W. BUDD, production manager has been appointed manager of the Brainerd, Minn., mill of the Northwest Paper Co., Cloquet, Minn. He replaces LEO J. GAYOU, who resigned. EARL W. WOLLEAT has been appointed assistant manager of the Brainerd mill. FRANK A. JARBOE was named superintendent of paper manufacturing at Brainerd.

HARRY L. TANKOOS has been named sales development director for the Ampco Printing Advertisers Corp., New York City. Mr. Tankoos founded Better Impressions, Inc., as an Ampco/Advertisers affiliate, publishing specialized books and periodicals.

MALCOLM J. ODELL has been appointed product development manager of Crocker, Burbank Papers, Inc., Fitchburg,



# Important!

Founded 1920

# INSTA-LITH quality means—

- PERFECT PRESS PERFORMANCE
- MAXIMUM APPEARANCE
- FLAWLESS REPRODUCTION

Your Printing Deserves the Best!

# Flint Ink Corporation Gravure · Letterpress · Lithographic · Flexographic ATLANTA · CHICAGO · CLEVELAND · DALLAS · DENVER · DETROIT · HOUSTON · INDIANAPOLIS JACKSONVILLE · KANSAS CITY · LOS ANGELES · MINNEAPOLIS · NEW ORLEANS · NEW YORK



ir.

li-

ed ne te

0-

ee

0-

u-

ts

W

rer J. Ln-Rer

nrs

of g,

59

Man the second of the second

Mass. Mr. Odell has been a specialist in the development and marketing of new packaging products for 22 years.

HUGO DALSHEIMER, chairman of the board of the Lord Baltimore Press, Baltimore, has retired after 50 years of service. LEONARD DALSHEIMER continues as president and chief executive officer.

JOHN P. GALLIVAN, sales manager, has been named vice-president in charge of sales for the Thrush Press, Inc., New York City.

E. R. STANTS, vice-president and general manager of the Adams Brothers Salesbook Co., Topeka, Kan., retired recently after 49 years service.

CHARLES E. GORDON has been appointed manager of book publishing sales by the Oxford Paper Co., New York City.

WILLIAM F. CORNELL, president of the Printing Ink Division of the Interchemical Corp., New York City, has been named chairman of the printing and allied trades division of Muscular Dystrophy Associations of America, Inc. for the second consecutive year.

THOMAS H. O'BRIEN has been appointed a representative by Jomac, Inc. for sales of rubber rollers to printers and metal decorators in metropolitan New York. He formerly was associated with Continental Can Co.

J. W. McVicker has been appointed assistant to the president of Chillicothe Paper Co., Chillicothe, Ohio, and E. C. Becker has been transferred and promoted to purchasing agent, succeeding Mr. McVicker. Mr. Becker formerly was purchasing assistant of the Mead Corp.'s Chillicothe Division.

MAURICE RUBIN has been appointed director of sales for both Service Printers, Inc., and Service Offset Corp., Chicago.

JOHN SHIRLEY has been appointed northern New England and Boston area sales representative for the Chemco Photoproducts Co., Inc., Glen Cove, L.I., N.Y.

MALCOLM C. PATRICK and WALTER KULAK have joined the American Type Founders Co., Elizabeth, N. J. They will serve as sales representatives under the general direction of HENRY KRUMM, St. Louis branch manager.

KENNETH J. WILLIAMS, treasurer, has been appointed to the newly-created post of chief corporate financial officer of Miehle-Goss-Dexter, Inc., Chicago. In addition to his corporate duties, Mr. Williams also is treasurer of the Goss Co. Division.

# ANOTHER FIRST FOR KLUGE



# The A-K Continuous Forms Press

Yes, Brandtjen & Kluge has done it again, added another first to its line of leading graphic arts equipment.

A low-priced press specifically designed to fill the printers' needs for an economical, versatile, short-run forms press—the A-K Continuous Forms Press will print any of the edge-punched business forms, zig-zag folded, from  $2\frac{1}{2}$  to 19 inches in width and from 3 to 17 inches in advancement. Simple to operate and economically proven for short-run production, this new unit can also be used to crash imprint multiple part forms that have already been collated.

For complete details on this new press, contact any Kluge representative or:

BRANDTJEN & KLUGE, INC. ST. PAUL 3, MINNESOTA

pioneers of the automatic platen press



Joseph Morse



Kenneth J. William

JOSEPH MORSE has been elected to the newly-created position of financial vicepresident of the Sun Chemical Corp., New York City. He was formerly associated with Radio Corp. of America as director of finance operations.

JOSEPH A. LAMPLUGH has been named administrative assistant to the sales-service vice-president of Pitney Bowes, Inc. of Stamford, Conn. EDWARD C. CARTER succeeded him as sales training manager.

RICHARD B. JOHNSON, formerly plant manager for Stewart Warren & Benson Corp., has been appointed manager of the Adams & Grace Co., New York City commercial printers.

ED WHITLOW has been appointed an exclusive manufacturer's representative for the Colonial Carbon Co., Skokie, Ill. With headquarters in Dallas, Mr. Whitlow's territory includes Texas and Oklahoma.

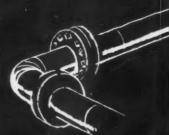
F. RUSSELL MCDONNELL has been appointed sales manager of the Plimpton Press, Norwood, Mass.

TED WEIBERG has been appointed to the Chicago sales office of the Dexter Co., a division of Miehle-Goss-Dexter, Inc. He has been associated with the company since 1948.

# These Plants...your pipeline to a fast source of BETTER OFFSET CHEMICALS



46 HARRIET PLACE . LYNBROOK, NEW YORK



LITH-KEM-KO MAKES & DISTRIBUTES THESE FINE PRODUCTS

FOR THE PLATE ROOM

Complete line of "wipe-on," surface, deep etch and copperizing process chemicals.

FOR THE PRESS ROOM Imperial Fountain Solution (con.) White Etch Fountain Solution (con.) Solio (a self-gumming agent) Dumore Litho Asphaltum FOR THE ART ROOM

Proof Kote Proving Process
Negative Stains
Opaques
Blue Glass Solution (concentrate)
CHEMICALS FOR THE MULTILITH

DISTRIBUTORS OF:
ENCO PRESENSITIZED PLATES
ALCOA LITHO SHEETS
RRL CHEMICALS
WELLBORN CONVERSIONS



4227 WEST 43rd ST. . CHICAGO 32, ILLINOIS



1418-22 SANTA FE AVE. . LOS ANGELES 21, CALIFORNIA

Lith-Kem-Ko service has always been good, but now it is even better. Three plants, strategically located, assure a constant flow of Lith-Kem-Ko chemicals, pre-sensitized plates and supplies — the things you need to keep your shop running smoothly. Not only can you count on adequate chemical supplies, but you can get the finest offset chemicals available when they come from Lith-Kem-Ko.

LITHO CHEMICAL and SUPPLY CO.

MAIN OFFICE 45 NAMED PLACE TIMESON, NEW YORK
CHICAGO 6227 WEST 45-3 ST - CHICAGO 32 ILLINOIS
LOS ANGELES 110-22 SANGA FE AVE - LOS ANGELES 21, CALIFORNIA

# Smaller Processes for Special Purposes Reviewed

(Concluded from page 74)

Optak, formerly called aquatone, is a printing process quite similar to photogelatin. The major difference between the two is the use of a halftone screen in the manufacture of Optak plates. Photogelatin uses no screen at all with its continuous-tone illustrations. It has been found that the use of the halftone screen enables much longer runs to be produced, and provides greater color uniformity.

The Optak plate is made from a halftone negative. A specially bichromated, gelatin-coated plate is exposed to light through the negative. The bichromate hardens in proportion to the amount of light received. When moistened, the unhardened portions get wetter than the hardened areas and accept less ink. The metal used to manufacture plates for the Optak process is aluminum.

Optak inks are stiff and tacky. They tend to setoff on the backs of subsequent sheets, and slip sheeting is often necessary when both sides of the sheet must be kept clean.

Papers for the Optak process should be tub sized, and special papers in various weights and sizes are made for it. Soft or coated papers are not recommended because they absorb too much moisture from the plate, and the coating often picks and sticks to the plate. The papers that are ordinarily used are offset, ledger, bristol, and vellums because they have a hard matte surface.

Limitations of the Optak, as compared with other processes, are considered to be as follows: (1) a very high humidity is required in the pressroom at all times, usually about 70%; (2) the process is relatively slow compared with many others—about 1,200 iph; (3) not all stocks can be used successfully with this process, and (4) new plates have to be made for each day's run.

Obviously, there must be some advantages to Optak if it is to continue as a good reproduction medium. The process can produce longer runs and have better color uniformity than the photogelatin method, although the screen is a slight deterrent to over-all print quality. It is excellent for high fidelity reproduction of oil paintings, photographs, posters, displays, wash drawings, and many point-ofpurchase advertising pieces. Optak is an inexpensive process when used to reproduce a limited number of multicolored copies and can produce beautiful color reproductions on a hard, uncoated stock. Reruns are possible by saving the negatives and making new plates when needed. Halftone screens with up to 500 lines can be used. New plates can be made quickly, easily, and quite inexpensively. Any artwork suitable for lithography can be readily reproduced, but very small type or fine serifs should be avoided.

There are no presses manufactured for this process. Printers using it generally utilize reconverted lithographic presses. The largest size press can be used because plates of full dimension can be made.

The Photogelatin Process is related to the Optak process. Photogelatin has been known by many names including Collotype, Phototype, Albertype, Ortotype, and Heliotype. This is the only process which can produce tonal copy without a screen.

As with Optak, the plates do not last long. They generally break down after about 5,000 impressions, and new ones must be made. But this is easily done.

Inasmuch as the process uses no halftone screen, distortion of continuous tone copy is rare, and a high degree of tonal fidelity and color reproduction is possible. For short multicolor runs, particularly for process color work, few methods can match this one for softness of tone and cost of production. It is especially suitable for large displays and posters when a limited number of copies is desirable.



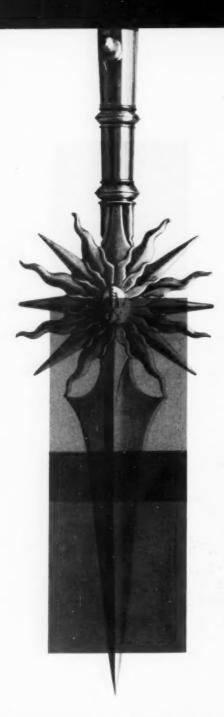
Dramatic with color...

# NEW MOBILE

Now you have it...
a full range of
H&W Mobile Index
in striking colors...
this is the new and
brighter white...
see hear it makes
your colors sing...
offers brilliant
backdrop for
type composition.

H W

HOLLINGSWORTH & WHITNEY
DIVISION OF SCOTT PAPER COMPANY



"Dramatic is the word for Mobile Index. Traditionally, it is known for its "snap," printability and durability. Now, with its increased whiteness and new color range, printers have a greater opportunity for creative craftsmanship."



IRVING MILLER, commissioned to create this design for new Mobile Index, has long been a champion of the "coherent" school of design; feels that "the purpose of graphics is to clarify a concept, not to befuddle it." A consistent medal and award winner, Irving Miller's work has appeared frequently in art publications both here and abroad.

# Hollingsworth and Whitney Merchants recommend new Mobile Index, Mobile Vellum, Mobile Tag and Mobile Postcard in handy one-ream cartons.

| ALABAMA  | NEBRASKA<br>LincolnWestern Newspaper Union   |
|--|--|
| Birmingham   | OmahaWestern Paper Company   |
| MobilePartin Paper Company   | NEW HAMPSHIRE  |
| ARKANSAS   | Concord  |
| Little Rock  |  |
| CALIFORNIA Los Angeles   | NEW JERSEY<br>HackensackGarfield Card & Paper Co., Inc.  |
|  | Newarkraper mart, Inc.   |
| Denver   | NEW MEXICO AlbuquerqueDixon & Co.  |
| PuebloDixon & Co.  |  |
| CONNECTICUT  | NEW YORK Albany  |
| HartfordRourke-Eno Paper Co., Inc.   | Binghamton   |
| New HavenRourke-Eno Paper Co., Inc.  | BinghamtonBinghamton Paper Co. BuffaloFranklin-Cowan Paper Co.   |
| FLORIDA  | New YorkAdvertisers Paper Corp.  |
| JacksonvilleVirginia Paper Co., Inc.   | New York   |
| Miami Southern Paper Co. Miami E. C. Palmer & Co.  | New York Berman Paper Co. New York Crown Paper Corp. New York Crown Paper Corp. New York M. M. Elish & Co. New York Olympic Paper Go. Inc. New York Saxon Paper Corp.  |
| TampaE. C. Palmer & Co.  | New York   |
| GEORGIA  | New YorkOlympic Paper Co., Inc.  |
| AtlantaDillerd Paper Co. AtlantaVuican Paper Co.   | New York   |
|  | Rochester  |
| Boise  | Rochester Genesse Valley Paper Co.   |
| The second secon | NORTH CAROLINA   |
| Chicago  | Charlotte  |
| Chicago Empire Paper Co.   | HickorySnyder Paper Co.  |
| Chicago  | High Point   |
| Chirago Mointosh Paper Co.   | NORTH DAKOTA   |
| Chicago Messinger Paper Co. Chicago Parker, Schmidt & Tucker Paper Co.   | Fargo Western Newspaper Union  |
| ChicagoJames White Paper Co.   | OHIO   |
| Rock Island C. J. Duffey Paper Co.   | CincinnatiThe Johnston Paper Co.   |
| INDIANA  | Cincinnati   |
| Fort WayneThe Millcraft Paper Co.  | Cleveland  |
| Indiana Paper Co. Indianapolis   | ColumbusScioto Paper Co.   |
| 10WA   | Davion   |
| Des Moines Bermineham & Prosser Co.  | Dayton   |
| Des Moines Western Newspaper Union Sibux City Western Newspaper Union  | OKLAHOMA   |
| Sioux CityWestern Newspaper Union  | Oklahoma CityWestern Newspaper Union   |
|  |  |
| KANSAS   | Tulsa Western Newspaper Union  |
| Wichita  | Tulsa Western Newspaper Union PENNSYLVANIA   |
| Wichita Western Newspaper Union  | TulsaWestern Newspaper Union PENNSYLVANIA PhiladelphiaW. B. Killhour & Sons, Inc.  |
| Wichita  | Tulsa  |
| Wichita  | Tuisa. Western Newspaper Union PENNAS YLVANIA Philadelphia. W. B. Killhour & Sons, Inc. Philadelphia. Whiting-Patterson Co., Inc. Pittsburgh. Chartfield & Woods Co. Vock. W. B. Killhour, 2. Sons Lec.  |
| Wichite  | Tuisa . Western Newspaper Union PENNES YLVANIA Philadelphia . W. B. Killhour & Sons, Inc. Philadelphia . Whiting-Patterson Co., Inc. Pittsburgh . Chaffield & Woods Co. York . W. B. Killhour & Sons, Inc. York  |
| Wichita  | Tuisa. Western Newspaper Union PENNSYLVANIA Philadelphia W. B. Killhour & Sons, Inc. Philadelphia Whiting-Palterson Co., Inc. Pittsburgh Chatfield & Woods Co. York W. B. Killhour & Sons, Inc. York The Mudge Paper Co., Inc.   |
| Wichita  | Tuisa . Western Newspaper Union PENNIS YLVANIA Philadelphia . W. B. Killhour & Sons, Inc. Philadelphia . Whiting-Patterson Co., Inc. Pittsburgh  |
| Wichita. Western Newspaper Union LOUISIANA New Orleans. Alco Paper Co. Shreveport. Western Newspaper Union MAINE Portland. C. M. Rice Paper Co. MARYLAND Baltimore. Bredley-Reese Co., Inc. Baltimore. The Mudge Paper Co. Statemer Co. Statemer Co.   | Tuisa . Western Newspaper Union PENNS YLVANIA Phiradelphia . W. B. Killhour & Sons, Inc. Philadelphia . Whiting Patterson Co., Inc. Pittsburgh . Chatfield & Woods Co. York . W. B. Killhour & Sons, Inc. York . The Mudge Paper Co., Inc. RHODE ISLAND Providence . Narraganset Paper Co. SOUTH CAROLINA  |
| Wichita. Western Newspaper Union LOUISIANA New Orleans. Alco Paper Co. Shreveport. Western Newspaper Union MAINE Portland. C. M. Rice Paper Co. MARYLAND Baltimore. Bredley-Reese Co., Inc. Baltimore. The Mudge Paper Co. Statemer Co. Statemer Co.   | Tuisa . Western Newspaper Union PENNES YLVANIA Philadelphis . W. B. Killhour & Sons, Inc. Philadelphis . Whiting-Patterson Co., Inc. Pittsburgh . Chaffield & Woods Co. York . W. B. Killhour & Sons, Inc. York The Mudge Paper Co., Inc. REMODE 18LAND Providence . Narragansett Paper Ce. SOUTHS CAROLINA Columbia   |
| Wichita. Western Newspaper Union LOUISIANA New Orleans. Alco Paper Co. Shreveport. Western Newspaper Union MAINE Portland. C. M. Rice Paper Co. MARYLAND Baltimore. Bredley-Reese Co., Inc. Baltimore. The Mudge Paper Co. Statemer Co. Statemer Co.   | Tuisa . Western Newspaper Union PENNIS YLVANIA Philadelphia . W. B. Killhour & Sons, Inc. Philadelphia . Whiting-Patterson Co., Inc. Pittaburgh . Charlield & Woods Co. York . W. B. Killhour & Sons, Inc. York . The Mudge Paper Co., Inc. RHOOE ISLAND Providence . Nerragansett Paper Co. SOUTH CAROLINA Columbia . EpsFitzgerald Paper Co. TENNESSEZ   |
| Wichita. Western Newspaper Union LOUISIANA New Orleans. Alco Paper Co. Shreveport. Western Newspaper Union MAINE Portland. C. M. Rice Paper Co. MARYLAND Baltimore. Bredley-Reese Co., Inc. Baltimore. The Mudge Paper Co. Statemer Co. Statemer Co.   | Tuisa . Western Newspaper Union PENNES YLVANIA Philadelphis . W. B. Killhour & Sons, Inc. Philadelphis . Whiting-Patterson Co., Inc. Pittsburgh . Chaffield & Woods Co. York . W. B. Killhour & Sons, Inc. York The Mudge Paper Co., Inc. REMODE 18LAND Providence . Narragansett Paper Ce. SOUTHS CAROLINA Columbia   |
| Wichita. Western Newspaper Union LOUISIANA New Orleans. Alco Paper Co. Shreveport. Western Newspaper Union MAINE Portland. C. M. Rice Paper Co. MARYLAND Baltimore. Bredley-Reese Co., Inc. Baltimore. The Mudge Paper Co. Statemer Co. Statemer Co.   | Tuisa . Western Newspaper Union PENNIS YLVANIA Philadelphia . W. B. Killhour & Sons, Inc. Philadelphia . Whiting-Patterson Co., Inc. Pittsburgh . C. Chaffield & Woods Co. York . W. B. Killhour & Sons, Inc. York . The Mudge Paper Co., Inc. PRHODE ISLAND Providence . Narragansett Paper Co. SOUTH CAROLINA Columbia . Epes-Fitzgerald Paper Co. TENNESSET Memphis . Western Newspaper Union Nashvillo . Dillard Paper Co. TEXAS   |
| Wichita  | Tulsa . Western Newspaper Union PENNES YLVANIA Philadelphis . W. B. Killhour & Sons, Inc. Philadelphis . Whiting Patterson Co. Inc. Pittsburgh . Chatfield & Woods Co. York . W. B. Killhour & Sons, Inc. York . The Mudge Paper Co. Inc. RHODE ISLASED Providence . Narragansett Paper Co. SOUTH CAROLINA Columbia . Epes-Fitzgerald Paper Co. TENNESSET Memphis . Western Newspaper Union Nashville . Dillard Paper Co. TEXAS Houston . Benson Paper Co.   |
| Wichita Western Newspaper Union LOUISIAMA New Orleans Aico Paper Co. Shrevepport Western Newspaper Union NAINE Portland C. M. Rice Paper Co. MARYLAND Baltimore Bradley-Reese Co., Inc. Baltimore The Mudge Paper Co. Baltimore Stanford Paper Co. MASSACPSUSETTS Baston Century Paper Co. Boston Century Paper Co. Boston Clonial Paper Co. Boston Tileston & Hollingsworth Co. Springfield Rourke-Eno Paper Co., Inc.  | Tulsa. Western Newspaper Union PENNS YLVANIA Philadelphia. W. B. Killhour & Sons, Inc. Philadelphia. Whiting-Patterson Co., Inc. Philadelphia. Whiting-Patterson Co., Inc. Pittsburgh. Chaffield & Woods Co. York. W. B. Killhour & Sons, Inc. York. The Mudge Paper Co., Inc. RESTODE ISLASSO Providence. Nerragansett Paper Co. SOUTH CAROLISIA Columbia. Epes-Fitzgerald Paper Co. TENNESCEZ Memphis. Western Newspaper Union Nashville. Dillard Paper Co. TEXAS Houston. Benson Paper Co. Houston. E. C. Palmer & Co.  |
| Wichita Western Newspaper Union LOUISIAMA New Orleans Aico Paper Co. Shrevepport Western Newspaper Union NAINE Portland C. M. Rice Paper Co. MARYLAND Baltimore Bradley-Reese Co., Inc. Baltimore The Mudge Paper Co. Baltimore Stanford Paper Co. MASSACPSUSETTS Baston Century Paper Co. Boston Century Paper Co. Boston Clonial Paper Co. Boston Tileston & Hollingsworth Co. Springfield Rourke-Eno Paper Co., Inc.  | Tulsa . Western Newspaper Union PENNIS YLVANIA Philadelphia . W. B. Killhour & Sons, Inc. Philadelphia . Whiting-Patterson Co., Inc. Pittaburgh . C. Chaffield & Woods Co. York . W. B. Killhour & Sons, Inc. York . The Mudge Paper Co., Inc. PHODE ISLAMD Providence . Narragansett Paper Co. Columbia . Epes-Fitzgerald Paper Co. TENNESEE Memphis . Western Newspaper Union Nashville . Dillard Paper Co. TEXAS Houston . Benson Paper Co. San Antonio . Natho Paper Co.   |
| Wichita Western Newspaper Union LOUISIAMA New Orleans Aico Paper Co. Shrevepport Western Newspaper Union NAINE Portland C. M. Rice Paper Co. MARYLAND Baltimore Bradley-Reese Co., Inc. Baltimore The Mudge Paper Co. Baltimore Stanford Paper Co. MASSACPSUSETTS Baston Century Paper Co. Boston Century Paper Co. Boston Clonial Paper Co. Boston Tileston & Hollingsworth Co. Springfield Rourke-Eno Paper Co., Inc.  | Tulsa . Western Newspaper Union PENNIS YLVANIA Philadelphis . W. B. Killhour & Sons, Inc. Philadelphis . Whiting Patterson Co., Inc. Pittsburgh . Chaffield & Woods Co. York . W. B. Killhour & Sons, Inc. York . The Mudge Paper Co., Inc. RHODE ISLAND Providence . Nerragansett Paper Co. SOUTH CAROLINA Columbia . E.pes-Fitzgerald Paper Co. TENNESSEE Memphis . Western Newspaper Union Nashville . Dillard Paper Co. TEXAS Houston . Benson Paper Co. Rouston . E. C. Palmer & Co. San Antonio . Natho Paper Co.  |
| Wichita Western Newspaper Union LOUISIAMA New Orleans Aico Paper Co. Shrevepport Western Newspaper Union NAINE Portland C. M. Rice Paper Co. MARYLAND Baltimore Bradley-Reese Co., Inc. Baltimore The Mudge Paper Co. Baltimore Stanford Paper Co. MASSACPSUSETTS Baston Century Paper Co. Boston Century Paper Co. Boston Clonial Paper Co. Boston Tileston & Hollingsworth Co. Springfield Rourke-Eno Paper Co., Inc.  | Tulsa . Western Newspaper Union PENNES YLVANIA Phiradelphis . W. B. Killhour & Sons, Inc. Philadelphis . Whiting Patterson Co. Inc. Pittsburgh . Chatfield & Woods Co. York . W. B. Killhour & Sons, Inc. York . The Mudge Paper Co., Inc. RHODE ISLASED Providence . Narragansett Paper Co. SOUTH CAROLINA Columbia . Epes-Fitzgerald Paper Co. TENNESSET Memphis . Western Newspaper Union Nashville . Dillard Paper Co. TEXAS Houston . Benson Paper Co. Houston . E. C. Palmer & Co. San Antonio . Natho Paper Co. UTASE Salt Lake City Dixon & Co.  |
| Wichita. Western Newsgaper Union LOUISIANA New Orleans. Aico Paper Co. Shreveport. Western Newspaper Union WAINE Portland. C. M. Rice Paper Co. MARYLAMO Baltimore. Bradley-Reese Co., Inc. Baltimore. The Mudge Paper Co. Baltimore. Stanford Paper Co. Baltimore. Stanford Paper Co. Baltimore. Stanford Paper Co. Boston. Century Paper Co. Boston. Century Paper Co. Boston. Tileston & Hollingsworth Co. Springfield. Rourke-Eno Paper Co., Inc. MICCHICAN Detroit. Chope-Stevens Paper Co. Detroit. The Union Paper & Twine Co. Grand Rapids Grand Rapids Paper Co. Sagliaw. The Dudley Paper Co.  | Tulsa . Western Newspaper Union PENNIS YLVANIA Philadelphia . W. B. Killhour & Sons, Inc. Philadelphia . Whiting-Patterson Co., Inc. Philadelphia . Whiting-Patterson Co., Inc. Providence . Chaffield & Woods Co. York . W. B. Killhour & Sons, Inc. York . The Mudge Paper Co., Inc. PRHODE ISLAMD Providence . Narragansett Paper Co. Columbia . Epes-Fitzgerald Paper Co. TENNESEE Memphis . Western Newspaper Union Nashville . Dillard Paper Co. TEXAS Houston . Benson Paper Co. San Antonio . E. C. Palmer & Co. San Antonio . Natho Paper Co. Salt Lake City . Dixon & Co. VIRCIINIA  |
| Wichita Western Newspaper Union LOUISIANA New Orleans Aico Paper Co. Shreveport Western Newspaper Union NAINE Portland C. M. Rice Paper Co. MARYLAND Baltimore Bradley-Reese Co., Inc. Baltimore The Mudge Paper Co. Baltimore Stanford Paper Co. MASSACPIUSETTS Baston Century Paper Co. Boston Century Paper Co. Boston Tileston & Hollingsworth Co. Springfield Rourke-Eno Paper Co., Inc. MICHECAND Detroit Chope-Stevens Paper Co. Bettorit The Union Paper & Twine Co. Grand Rapids Grand Rapids Paper Co. Lansing The Dudley Paper Co. Saglianw The Dudley Paper Co.  | Tulsa . Western Newspaper Union PENNIS YLVANIA Philadelphis . W. B. Killhour & Sons, Inc. Philadelphis . Whiting Patterson Co., Inc. Pittsburgh . Chatfield & Woods Co. York . W. B. Killhour & Sons, Inc. York . The Mudge Paper Co., Inc. PHODE ISLAND Providence . Narragansett Paper Co. SOUTES CAROLINA Columbia . Epes-Fitzgerald Paper Co. TENNESSEE Memphis . Western Newspaper Union Nashville . Dillard Paper Co. TEXAS Houston . Benson Paper Co. Houston . E. C. Paimer & Co. Son Antonio . Natho Paper Co. VITAB Saft Lake City . Dixon & Co. VIRGINIA Norfolk . Epes-Fitzgerald Paper Co.  |
| Wichita Western Newspaper Union LOUISIANA New Orleans Aico Paper Co. Shreveport Western Newspaper Union NAINE Portland C. M. Rice Paper Co. MARYLAND Baltimore Bradley-Reese Co., Inc. Baltimore The Mudge Paper Co. Baltimore Stanford Paper Co. MASSACPIUSETTS Baston Century Paper Co. Boston Century Paper Co. Boston Tileston & Hollingsworth Co. Springfield Rourke-Eno Paper Co., Inc. MICHECAND Detroit Chope-Stevens Paper Co. Bettorit The Union Paper & Twine Co. Grand Rapids Grand Rapids Paper Co. Lansing The Dudley Paper Co. Saglianw The Dudley Paper Co.  | Tulsa . Western Newspaper Union PENNIS YLVANIA Philadelphia . W. B. Killhour & Sons, Inc. Philadelphia . Whiting-Patterson Co., Inc. Philadelphia . Whiting-Patterson Co., Inc. Philadelphia . Whiting-Patterson Co., Inc. Providence . W. B. Killhour & Sons, Inc. York . W. B. Killhour & Sons, Inc. Y |
| Wichite. Western Newsgaper Union LOUISIANA New Orleans Aico Paper Co. Shreveport. Western Newspaper Union MARINE Portland C. M. Rice Paper Co. MARYLAND Baltimore. Bradley-Reese Co., Inc. Baltimore. The Mudge Paper Co. Baltimore. The Mudge Paper Co. Baltimore. Stanford Paper Co. Baltimore. Stanford Paper Co. Boston. Century Paper Co. Boston. Century Paper Co. Boston. Century Paper Co. Boston. Tileston & Hollingsworth Co. Springfield Rourke-Eno Paper Co., Inc. MICHICAN Betroit. Chope-Stevens Paper Co. Grand Rapids Grand Rapids Paper Co. Brand Rapids Grand Rapids Paper Co. Saglianw The Dudley Paper Co. MILENESOTA Minneapolis Butler Paper Co. Minneapolis G. J. Duffey Paper Co. Minneapolis G. J. Duffey Paper Co. Minneapolis G. J. Duffey Paper Co.  | Tulsa . Western Newspaper Union PENNES YLVANIA Philadelphis . W. B. Killhour & Sons, Inc. Philadelphis . Whiting Patterson Co. Inc. Philadelphis . Whiting Patterson Co. Inc. Philadelphis . Whiting Patterson Co. Inc. Philadelphis . C. Chaffield & Woods Co. York . W. B. Killhour & Sons, Inc. York . The Mudge Paper Co. Inc. PHODE ISLAND Providence . Narragansett Paper Co. TENNESSEE Memphis . Epes-Fitzgerald Paper Co. TENNESSEE Memphis . Western Newspaper Union Nashville . Dillard Paper Co. TEXAS Houston . Benson Paper Co. Houston . E. C. Palmer & Co. Son Antonio . Natho Paper Co. UTCAS Saft Lake City . Dixon & Co. UTCASISTA Norfolk . Epes-Fitzgerald Paper Co. Richmond . Virginia Paper Co. Richmond . Virginia Paper Co. Richmond . Stanford Paper Co. Richmond . Stanford Paper Co. Richmond . Stanford Paper Co.   |
| Wichite. Western Newsgaper Union LOUISIANA New Orleans Aico Paper Co. Shreveport. Western Newspaper Union MARINE Portland C. M. Rice Paper Co. MARYLAND Baltimore. Bradley-Reese Co., Inc. Baltimore. The Mudge Paper Co. Baltimore. The Mudge Paper Co. Baltimore. Stanford Paper Co. Baltimore. Stanford Paper Co. Boston. Century Paper Co. Boston. Century Paper Co. Boston. Century Paper Co. Boston. Tileston & Hollingsworth Co. Springfield Rourke-Eno Paper Co., Inc. MICHICAN Betroit. Chope-Stevens Paper Co. Grand Rapids Grand Rapids Paper Co. Brand Rapids Grand Rapids Paper Co. Saglianw The Dudley Paper Co. MILENESOTA Minneapolis Butler Paper Co. Minneapolis G. J. Duffey Paper Co. Minneapolis G. J. Duffey Paper Co. Minneapolis G. J. Duffey Paper Co.  | Tulsa . Western Newspaper Union PENNES YLVANIA Philadelphis . W. B. Killhour & Sons, Inc. Philadelphis . Whiting Patterson Co. Inc. Philadelphis . Chatfield & Woods Co. York . Sons, Inc. York . W. B. Killhour & Sons, Inc. York . The Mudge Paper Co. Inc. PHODE ISLAND Providence . Narragansett Paper Co. Inc. PHODE ISLAND Providence . Narragansett Paper Co. SOUTH CAROLINA Columbia . Epes-Fitzgerald Paper Co. TENNESSEE Memphis . Western Newspaper Union Nashville . Dillard Paper Co. Houston . Benson Paper Co. Houston . Benson Paper Co. Houston . E. C. Palmer & Co. Son Antonio . Natho Paper Co. UTGINIA Norfolk . Epes-Fitzgerald Paper Co. Richmond . Virginia Paper Co. WASHINGTON . Stanford Paper Co. Washington . Stanford Paper Co. Washington . Virginia Paper Co.  |
| Wichita Western Newspaper Union LOUISIANA New Orleans Aico Paper Co. Shreveport Western Newspaper Union NAINE Portland C. M. Rice Paper Co. MARYLAND Baltimore Bradley-Reese Co., Inc. Baltimore The Mudge Paper Co. Baltimore Stanford Paper Co. MASSACPIUSETTS Baston Century Paper Co. Boston Century Paper Co. Boston Tileston & Hollingsworth Co. Springfield Rourke-Eno Paper Co., Inc. MICHECAND Detroit Chope-Stevens Paper Co. Bettorit The Union Paper & Twine Co. Grand Rapids Grand Rapids Paper Co. Lansing The Dudley Paper Co. Saglianw The Dudley Paper Co.  | Tulsa . Western Newspaper Union PENNES YLVANIA Philadelphis . W. B. Killhour & Sons, Inc. Philadelphis . Whiting Patterson Co. Inc. Philadelphis . Chatfield & Woods Co. York . Sons, Inc. York . W. B. Killhour & Sons, Inc. York . The Mudge Paper Co. Inc. PHODE ISLAND Providence . Narragansett Paper Co. Inc. PHODE ISLAND Providence . Narragansett Paper Co. SOUTH CAROLINA Columbia . Epes-Fitzgerald Paper Co. TENNESSEE Memphis . Western Newspaper Union Nashville . Dillard Paper Co. Houston . Benson Paper Co. Houston . Benson Paper Co. Houston . E. C. Palmer & Co. Son Antonio . Natho Paper Co. UTGINIA Norfolk . Epes-Fitzgerald Paper Co. Richmond . Virginia Paper Co. WASHINGTON . Stanford Paper Co. Washington . Stanford Paper Co. Washington . Virginia Paper Co.  |
| Wichita. Western Newsgaper Union LOUISIANA New Orleans. Aico Paper Co. Shreveport. Western Newspaper Union MAINE Portland. C. M. Rice Paper Co. MARYLAMO Baltimore. Bradley-Reese Co. Inc. Baltimore. The Mudge Paper Co. Baltimore. Stanford Paper Co. Baltimore. Stanford Paper Co. Baltimore. Stanford Paper Co. Boston. Century Paper Co. Boston. Century Paper Co. Boston. Tileston & Hollingsworth Co. Springfield Rourke-Eno Paper Co. Inc. MICCHICAN Detroit. Chope-Stevens Paper Co. Grand Rapids Grand Rapids Paper Co. Grand Rapids Grand Rapids Paper Co. Saglnaw The Union Paper & Twine Co. Grand Rapids Grand Rapids Paper Co. MINNESOTA Minneapolis Butler Paper Co. Minneapolis G. J. Duffey Paper Co. Minneapolis Minneavola Paper & Cordage Co. Minneapolis Anchor Paper Co.   | Tulsa . Western Newspaper Union PENNES YLVANIA Philadelphis . W. B. Killhour & Sons, Inc. Philadelphis . Whiting Patterson Co. Inc. Philadelphis . Whiting Paper Co. Inc. Philadelphis . Whiting Paper Co. Inc. Philadelphis . Western Newspaper Union Rashville . Dillard Paper Co. TEXAS Houston . Benson Paper Co. Houston . E. C. Paimer & Co. Son Antonio . Natho Paper Co. VIRGINIA Norfolk . Epos-Fitzgerald Paper Co. Richmond . Virginia Paper Co. WASHINGTON, IS C. WASHINGTON . Stanford Paper Co. WASHINGTON . Virginia Paper Co.  |
| Michita.  Western Newsgaper Union LOUISIANA New Orleans Aico Paper Co. Shreveport.  Western Newspaper Union MAINE Portland C. M. Rice Paper Co. MARYLAND Baltimore Bradley-Reese Co., Inc. Baltimore The Mudge Paper Co. Baltimore Andews Paper Co. Baltimore Co. Baltimore Andrews Paper Co. Boston Colonial Paper Co. Boston The Union Paper & Twine Co. Grand Rapids Grand Rapids Paper Co. Saglnaw The Dudley Paper Co. MILENSESOTA Minneapolis Butter Paper Co. Minneapolis Butter Paper Co. Minneapolis Minneapolis The Paper Scopty Co., Inc. MESSISSEPPI Jackson Townsemd Paper Co.   | Tulsa . Western Newspaper Union PENNES YLVANIA Philadelphis . W. B. Killhour & Sons, Inc. Philadelphis . W. B. Killhour & Sons, Inc. Philadelphis . Whiting Patterson Co., Inc. Philadelphis . Chaffield & Woods Co. York . W. B. Killhour & Sons, Inc. York . The Mudge Paper Co., Inc. PRODE ISLAND Providence . Narragansett Paper Co. Columbia . Epes-Fitzgerald Paper Co. TENNESSET Memphis . Western Newspaper Union Nashville . Dillard Paper Co. TEXAS Houston . Benson Paper Co. Houston . E. C. Palmer & Co. South A. Co. VITAH Salt Lake City . Dixon & Co. VITAH Norfolk . Epes-Fitzgerald Paper Co. Richmod . Virginia Paper Co. Richmod . Virginia Paper Co. Washington . Stanford Paper Co. Washington . Virginia Paper Co. Washington . Stanford Paper Co. Washington . Stanford Paper Co. Washington . Stanford Paper Co. Washington . Vociz Paper Co. Inc. Green Bay . Stanford Paper Co. Dahkae Paper Co.   |
| Wichita.  Western Newsgaper Union LOUISIANA  New Orleans  Also Paper Co. Shreveport.  Western Newspaper Union  MAINE Portland  C. M. Rice Paper Co. MARYLAND Baltimore.  Bradley-Reese Co., Inc. Baltimore.  Stanford Paper Co. Baltimore.  Stanford Paper Co. Baltimore.  Stanford Paper Co. Boston.  Century Paper Co. Boston.  Century Paper Co. Boston.  Century Paper Co. Boston.  Titeston & Hollingsworth Co. Springfield  Rourke-Eno Paper Co., Inc. MICCHICAN  Detroit.  Chope-Stevens Paper Co. Boston.  The Union Paper & Twine Co. Grand Rapids  Grand Rapids  Grand Rapids  The Dudley Paper Co. MISSENTESOTA  Minneapolis.  Butter Paper Co. Minneapolis.  The Paper Supply Co., Inc. MISSESSESSEPPI Jackson.  Townsend Paper Co.  MISSESSESSEPPI Jackson.  Townsend Paper Co.   | Tulsa . Western Newspaper Union PENNES YLVANIA Philadelphis . W. B. Killhour & Sons, Inc. Philadelphis . W. B. Killhour & Sons, Inc. Philadelphis . Whiting Patterson Co., Inc. Philadelphis . Chaffield & Woods Co. York . W. B. Killhour & Sons, Inc. York . The Mudge Paper Co., Inc. PRODE ISLAND Providence . Narragansett Paper Co. Columbia . Epes-Fitzgerald Paper Co. TENNESSET Memphis . Western Newspaper Union Nashville . Dillard Paper Co. TEXAS Houston . Benson Paper Co. Houston . E. C. Palmer & Co. South A. Co. VITAH Salt Lake City . Dixon & Co. VITAH Norfolk . Epes-Fitzgerald Paper Co. Richmod . Virginia Paper Co. Richmod . Virginia Paper Co. Washington . Stanford Paper Co. Washington . Virginia Paper Co. Washington . Stanford Paper Co. Washington . Stanford Paper Co. Washington . Stanford Paper Co. Washington . Vociz Paper Co. Inc. Green Bay . Stanford Paper Co. Dahkae Paper Co.   |
| Wichita.  Western Newsgaper Union LOUISIANA  New Orleans  Also Paper Co. Shreveport.  Western Newspaper Union  MAINE Portland  C. M. Rice Paper Co. MARYLAND Baltimore.  Bradley-Reese Co., Inc. Baltimore.  Stanford Paper Co. Baltimore.  Stanford Paper Co. Baltimore.  Stanford Paper Co. Boston.  Century Paper Co. Boston.  Century Paper Co. Boston.  Century Paper Co. Boston.  Titeston & Hollingsworth Co. Springfield  Rourke-Eno Paper Co., Inc. MICCHICAN  Detroit.  Chope-Stevens Paper Co. Boston.  The Union Paper & Twine Co. Grand Rapids  Grand Rapids  Grand Rapids  The Dudley Paper Co. MISSENTESOTA  Minneapolis.  Butter Paper Co. Minneapolis.  The Paper Supply Co., Inc. MISSESSESSEPPI Jackson.  Townsend Paper Co.  MISSESSESSEPPI Jackson.  Townsend Paper Co.   | Tulsa . Western Newspaper Union PENNES YLVANIA Philadelphis . W. B. Killhour & Sons, Inc. Philadelphis . W. B. Killhour & Sons, Inc. Philadelphis . Whiting Patterson Co., Inc. Philadelphis . Chaffield & Woods Co. York . W. B. Killhour & Sons, Inc. York . The Mudge Paper Co., Inc. PRODE ISLAND Providence . Narragansett Paper Co. Columbia . Epes-Fitzgerald Paper Co. TENNESSET Memphis . Western Newspaper Union Nashville . Dillard Paper Co. TEXAS Houston . Benson Paper Co. Houston . E. C. Palmer & Co. South A. Co. VITAH Salt Lake City . Dixon & Co. VITAH Norfolk . Epes-Fitzgerald Paper Co. Richmod . Virginia Paper Co. Richmod . Virginia Paper Co. Washington . Stanford Paper Co. Washington . Virginia Paper Co. Washington . Stanford Paper Co. Washington . Stanford Paper Co. Washington . Stanford Paper Co. Washington . Vociz Paper Co. Inc. Green Bay . Stanford Paper Co. Dahkae Paper Co.   |
| Wichita.  Western Newsgaper Union LOUISIANA  New Orleans  Also Paper Co. Shreveport.  Western Newspaper Union  MAINE Portland  C. M. Rice Paper Co. MARYLAND Baltimore.  Bradley-Reese Co., Inc. Baltimore.  Stanford Paper Co. Baltimore.  Stanford Paper Co. Baltimore.  Stanford Paper Co. Boston.  Century Paper Co. Boston.  Century Paper Co. Boston.  Century Paper Co. Boston.  Titeston & Hollingsworth Co. Springfield  Rourke-Eno Paper Co., Inc. MICCHICAN  Detroit.  Chope-Stevens Paper Co. Boston.  The Union Paper & Twine Co. Grand Rapids  Grand Rapids  Grand Rapids  The Dudley Paper Co. MISSENTESOTA  Minneapolis.  Butter Paper Co. Minneapolis.  The Paper Supply Co., Inc. MISSESSESSEPPI Jackson.  Townsend Paper Co.  MISSESSESSEPPI Jackson.  Townsend Paper Co.   | Tulsa . Western Newspaper Union PENNIS YLVANIA Philadelphis . W. B. Killhour & Sons, Inc. Philadelphis . W. B. Killhour & Sons, Inc. Philadelphis . Whiting Patterson Co., Inc. Philadelphis . W. B. Killhour & Sons, Inc. York . W. B. Killhour & Sons, Inc. York . W. B. Killhour & Sons, Inc. York . The Mudge Paper Co., Inc. RHODE 1SLAND Providence . Narragansett Paper Co. Columbia . Epes-Fitzgerald Paper Co. TENNESSET Memohis . Western Newspaper Union Nashville . Dillard Paper Co. TENNESSET Memohis . Western Newspaper Union Nashville . Dillard Paper Co. TEXAS Houston . Banson Paper Co. Houston . E. C. Palmer & Co. San Antonio . Natho Paper Co. UTASS Salt Lake City . Dixon & Co. UTASS Salt Lake City . Dixon & Co. UTRG181A Norfolk . Epes-Fitzgerald Paper Co. Richmond . Virginia Paper Co. Washington . Virginia Paper Co. Washington . Virginia Paper Co. Milwaukes . Oshkosh Paper Co. Milwaukes . Sensembrenner Paper Co. Milwaukes . Misconsin Paper & Products Ochkosh . Ochkosh Paper Co.  |
| Michita.  Western Newsgaper Union LOUISIANA New Orleans Aico Paper Co. Shreveport.  Western Newspaper Union MAINE Portland C. M. Rice Paper Co. MARYLAND Baltimore. Bradley-Reese Co., Inc. Baltimore. Bradley-Reese Co., Inc. Baltimore. Bradley-Reese Co., Inc. Baltimore. Stanford Paper Co. Baltimore. Stanford Paper Co. Baltimore. Stanford Paper Co. Boston. Colonial Paper Co. Boston. Colonial Paper Co. Boston. Colonial Paper Co. Boston. Clonial Paper Co. Boston. MICHEGAN Chope-Stevens Paper Co. Boston. The Union Paper & Twine Co. Grand Rapids Grand Rapids Paper Co. Saginaw. The Dudley Paper Co. MINNESOTA Minneapolis. Butter Paper Co. Minneapolis. C. L. Duffey Paper Co. Minneapolis. Minneapolis. The Paper Supply Co., Inc. St. Paul. Anchor Paper Co. MISSOURI. Kansas City. Wertgame Paper Co. Springfield. Wertgame Paper Co. Springfield. Wertgame Paper Co. Springfield. Wertgame Paper Co. St. Louis. Beacon Paper Co. St. Louis. Beacon Paper Co. St. Louis. Beacon Paper Co.  | Tulsa . Western Newspaper Union PENNIS YLVANIA Philadelphis . W. B. Killhour & Sons, Inc. Philadelphis . Whiting-Patterson Co., Inc. Philadelphis . Whiting-Patterson Co., Inc. Philadelphis . W. B. Killhour & Sons, Inc. York . W. B. Killhour & Sons, Inc. York . W. B. Killhour & Sons, Inc. York . The Mudge Paper Co., Inc. RHODE ISLAND Providence . Narragansett Paper Co. Columbia . Epes-Fitzgerald Paper Co. TENNESSET Membhis . Western Newspaper Union Nashville . Dillard Paper Co. TEXAS Houston . Benson Paper Co. Houston . E. C. Palmer & Co. San Antonio . Natho Paper Co. San Antonio . Natho Paper Co. UTAPE Salt Lake City . Dixon & Co. VIRGINIA Norfolk . Epes-Fitzgerald Paper Co. Washington . Stanford Paper Co. Washington . Virginia Paper Co. Washington . Virginia Paper Co. Milwaukee . Sensenbrenner Paper Co. Milwaukee . Sensenbrenner Paper Co. Milwaukee . Sensenbrenner Paper Co. Cohkosh . Oshkosh Paper Co. Cohkosh . Oshkosh Paper Co. Dokkosh . Oshkosh Paper Co.  |
| Wichita. Western Newspaper Union LOUISIANA New Orleans Aico Paper Co. Shreveport. Western Newspaper Union MARINE Portland C. M. Rice Paper Co. MARYLAND Baltimore. Bradley-Reese Co. Inc. Baltimore. The Mudge Paper Co. Baltimore. The Mudge Paper Co. Baltimore. Stanford Paper Co. Baltimore. Stanford Paper Co. Baltimore. Stanford Paper Co. Boston. Century Paper Co. Boston. Century Paper Co. Boston. Century Paper Co. Boston. Tileston & Hollingsworth Co. Springfield Rourke-Eno Paper Co. Inc. MICHICAN Betroit. Chope-Stevens Paper Co. Grand Rapids Grand Rapids Paper Co. Baltimore. The Dudley Paper Co. MINISTRUMENTO TABLES TO THE DUDLEY PAPER CO. MINISTRUMENTO TABLES TO THE PAPER Supply CO. MINISTRUMENTO TABLES TO TOWNSEND PAPER CO. MINISTRUMENTO TABLES TOWNSEND TABLES TOWNSENDERS Kansas City. Wertgame Paper Co. St. Louis Berningham & Prosser Co. St. Louis Tobey Fine Papers, Inc.  | Tulsa . Western Newspaper Union PENNISYLVANIA Philadelphia . W. B. Killhour & Sons, Inc. Philadelphia . Whiting-Patterson Co., Inc. Philadelphia . Whiting-Patterson Co., Inc. Philadelphia . Whiting-Patterson Co., Inc. Prishurgh . Chaffield & Woods Co. York . W. B. Killhour & Sons, Inc. York . Western Newspaper Co. TENNESSET Memphis . Western Newspaper Union Nashinic . Dilliard Paper Co. TEXAS Houston . Benson Paper Co. TEXAS Houston . Benson Paper Co. WITAH Norfolk . Epos-Fitzgerald Paper Co. WISCONSEN Appleton . Woelz Paper Co. Milwaukes . Sonsenbrener Paper Co. Milwaukes . Wisconsin Paper & Products Oshkosh . Oshkosh Paper Co. Milwaukes . Wisconsin Paper & Products Oshkosh . Oshkosh Paper Co.  EXPORT ONLY NEW YORK  |
| Michita.  Western Newsgaper Union LOUISIANA New Orleans Aico Paper Co. Shreveport Western Newspaper Union MAINE Portland C. M. Rice Paper Co. MARYLAND Baltimore Bradley-Reese Co., Inc. Baltimore The Mudge Paper Co. Baltimore Stanford Paper Co. Baltimore Stanford Paper Co. Baltimore Stanford Paper Co. Boston Colonial Paper Co. Boston The Union Paper & Twine Co. Grand Rapids Grand Rapids Paper Co. Saglnaw The Dudley Paper Co. MINENESOTA Minneapolis C. J. Duffey Paper Co. Minneapolis Minneapolis Minneapolis The Paper Supply Co., Inc. St. Paul Anchor Paper Co. MISSOURA MISSOURA Townsend Paper Co. Springfield Wertgame Paper Co. Springfield Wertgame Paper Co. St. Louis Benningham & Proseer Co. St. Louis Benningham & Proseer Co. St. Louis Tobey Fine Papers, Inc.  | Tulsa . Western Newspaper Union PENNIS YLVANIA Philadelphia . W. B. Killhour & Sons, Inc. Philadelphia . Whiting-Patterson Co., Inc. Philadelphia . Whiting-Patterson Co., Inc. Philadelphia . Whiting-Patterson Co., Inc. Providence . W. B. Killhour & Sons, Inc. York . Western Newspaper Co., Inc. TEXAS Houston . Benson Paper Co. San Antonio . Natho Paper Co. San Antonio . Natho Paper Co. Sant Lake City . Dixon & Co. VIRGINIA Norfolk . Epos-Fitzgerald Paper Co. WASHINGTON, ID. C. Washington . Virginia Paper Co. WASHINGTON, ID. C. Washington . Steen-Macok Paper Co. Milwauke . Wisconsin Paper Co. EXPORT ONLY NEW YORK New York . Moller & Rothe, Inc.  |
| Wichita. Western Newspaper Union LOUISIANA New Orleans Aico Paper Co. Shreveport. Western Newspaper Union MARINE Portland C. M. Rice Paper Co. MARYLAND Baltimore. Bradley-Reese Co. Inc. Baltimore. The Mudge Paper Co. Baltimore. The Mudge Paper Co. Baltimore. Stanford Paper Co. Baltimore. Stanford Paper Co. Baltimore. Stanford Paper Co. Boston. Century Paper Co. Boston. Century Paper Co. Boston. Century Paper Co. Boston. Tileston & Hollingsworth Co. Springfield Rourke-Eno Paper Co. Inc. MICHICAN Betroit. Chope-Stevens Paper Co. Grand Rapids Grand Rapids Paper Co. Baltimore. The Dudley Paper Co. MINISTRUMENTO TABLES TO THE DUDLEY PAPER CO. MINISTRUMENTO TABLES TO THE PAPER Supply CO. MINISTRUMENTO TABLES TO TOWNSEND PAPER CO. MINISTRUMENTO TABLES TOWNSEND TABLES TOWNSENDERS Kansas City. Wertgame Paper Co. St. Louis Berningham & Prosser Co. St. Louis Tobey Fine Papers, Inc.  | Tulsa . Western Newspaper Union PENNISYLVANIA Philadelphia . W. B. Killhour & Sons, Inc. Philadelphia . Whiting-Patterson Co., Inc. Philadelphia . Whiting-Patterson Co., Inc. Philadelphia . Whiting-Patterson Co., Inc. Prishurgh . Chaffield & Woods Co. York . W. B. Killhour & Sons, Inc. York . Western Newspaper Co. TENNESSET Memphis . Western Newspaper Union Nashinic . Dilliard Paper Co. TEXAS Houston . Benson Paper Co. TEXAS Houston . Benson Paper Co. WITAH Norfolk . Epos-Fitzgerald Paper Co. WISCONSEN Appleton . Woelz Paper Co. Milwaukes . Sonsenbrener Paper Co. Milwaukes . Wisconsin Paper & Products Oshkosh . Oshkosh Paper Co. Milwaukes . Wisconsin Paper & Products Oshkosh . Oshkosh Paper Co.  EXPORT ONLY NEW YORK  |

PRINTED OFFSET ON MOBILE INDEX WHITE, 25½ X 30½—280/M. INDEX ALSO AVAILABLE IN BUFF, GREEN, CANARY, CHERRY, BLUC AND SALMON. 150 LINE SCREEN, HARRIS 2-COLOR PRESS.
THIS SAMPLE IS PERFORATED FOR EASY REMOVAL.

# HOLLINGSWORTH & WHITNEY

Division of Scott Paper Company





FIVE DIFFERENT KINDS OF LISTINGS ARE INCLUDED IN THIS DIRECTORY OF MACHIN-ERY, EQUIPMENT, SUPPLIES, AND PAPER TO BE USED BY THE GRAPHIC ARTS INDUSTRY



Manufacturers of machinery, equipment, and supplies are listed alphabetically by products. See next page for complete explanation of now to use simplified numerical classification system.



All printing papers are classified alphabetically by kinds of paper. Various makers of each kind of stock are shown alphabetically.



A list of advertisers and other important firms shows the addresses of the branch offices to the nearest of which readers will wish to direct their inquiries and orders.



A representative group of leading printing machinery dealers is listed alphabetically.



Booklets and other educational material offered by advertisers free to the trade are classified and described. Mailing card is included. This is another IAPL service for you. The Inland and American

Printer and Lithographer



Equipment
Services
& Supplies

While compilers of this directory have taken every precaution to insure accuracy, guarantee cannot be made against the possibility of a change, error, or omission in the various listings. Every effort has been made to secure authentic information direct from supply firms, equipment manufacturers, and the paper mills.



### ADDRESSING, MAILING MACHINES

1 Addressing
2 Mailing
3 Matered Mail Machines
4 Stamp Affixes and Envelope Sealing Mach.
5 Strip Printing
6 Wrapper Printing and Wrapping
1 2 3 4 5 6
ADDRESSING Machine & Equipment Co., 326 Broadway,

ADRESSOGRAPH-Multigraph Corp., 1200 Babbitt Rd., Cleveland 17

ANDERSON, C. F., & Co., 3225 Calumet, Chicago 16 BARKLEY & Dexter, 50 Frankfort St., Fitchburg, Mass.

BELL & Howell Phillipsburg Co., subsid. of Bell & Howell Co., Phillipsburgh, N.J.

\*CHESHIRE, Inc., 1644 N. Honore St., Chicago 22 2 DICK Mailer Co., 137 W. Tupper St., Buffalo 1

ELLIOT Addressing Machine Co., 143 Albany St., Cambridge 39, Mass.

LITHOID, Inc., 232 Cleveland Ave., Highland Park, N. J. \*MAGNACRAFT Mfg. Co., 7739 S. Kedzie Ave., Chicago PAVYER Prig. Mach. Works, 600 S. Broadway, St. Louis 2 PITNEY Bowes, Inc., 757 Pacific St., Stamford, Conn. POLLARD-Alling Mfg. Co., 220 W. 19th St., New York
1 5 6
SCRIPTOMATIC, Inc., subsid. of Fisher Machine Co., 310
N. 11th St., Philadelphia 7

\*WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa. WING'S, Chauncey, Sons, Greenfield, Mass.

### ADHESIVES

ESIVES
Bookbinders' Glue
Cut Mounting Cement
Envelope Gums
Liquid Solders
Mailing Room Paste
Makeready Paste
Mounting, Cardboard
Padding Cement
Rubber Cement
Splicing Paste
Tape Cement
Plastic Adhesives

11 Tape Cement
12 Plastic Adhesives
1 2 3 4 5 6 7 8 9 10 11 ADHESIVE Products Corp., 1660 Boone, New York 60

\*\*ANCHOR Chemical Corp., 829 Bergen St., Brooklyn 38



SOLD BY AUTHORIZED ANCHOR DEALERS **EVERYWHERE** 

ARABOL Mfg. Co., 110 E. 42nd St., New York 17 1 2 3 5 6 7 8 10 ARCHEM, Div. of American Roller Co., 1342 N. Halsted St., Chicago 22 5 6 7 8 10 ARMOUR Alliance Industries, Alliance, Ohio ARTISTS Supply Co., 3194 E. 65th St., Cleveland 27 BINGHAM Brothers, Inc., 496 Pourl St., New York 1 5 6 8 8 10 BOOTH, E. A., Rubber Co., 2855 Scarborough, Clevels BRADLEY, Milton Co., 74 Park St., Springfield, Mass.

BROWN, Lindsay, Paint Co., 2601-75 W. Grand Ave.,
Chicago 12 BURRAGE Glue Co., 15 Vaindewater St., New York 38
CALIFORNIA Ink Co., 545 Sansome, San Francisco 11
S 7
CANADA Printing Ink Co., Box 265, Postal Station "N,"
Toronto 14, Ont., Can. CARB-N-SET Business Forms, 3318 W. 2nd, Dayton 17

### How to Use This Directory

· Items in this directory have, we believe, been listed in as comprehensive a manner as possible. Items have been cross-referenced. Certain related items have been grouped and sub-indexed by key numbers to facilitate finding, as, for example, "Adhesives." Under each firm name are key numbers showing the particular types of adhesives manufactured. These key numbers are spaced so they are aligned directly beneath the line of numbers immediately below the sub-classifications. Find the key number of the adhesive desired in the top line, trace vertically down the column with a straight-edge, and all the firms having that key number listed will easily be found.

2 3 4 5 6 7 8 9 10 11 CHAMPION Mfg. Co., 824 N. Caldwell, Charlotte, N. C. ★CHESHIRE, Inc., 1644 N. Honore St., Chicago 22 CLARK Stek-O Corp., 1631 Dewey, Rochester 15, N.Y. COMMERCIAL Paste Co., 504-520 Buttles, Columbus 8, O. 1 2 3 4 5 6 8 9 10 CRAFTINT Mfg. Co., 1615 Collamor St., Cleveland 13 CRESCENT Products Co., Terre Haute, Ind.

DE VERE Co., 2000 Clark St., Racine, Wis. \*DU PONT, E. I., de Nemours & Co., Photo Products Dept., Wilmington 98, Del.

★ECONO Products Inc., 132 Humboldt, Rochester 10, N.Y. FASSON Products Div., 250 Chester St., Painesville, Ohio

FELTERS Co., 210 South St., Boston 11 FINDLEY, F. G., Co., 3033 W. Pemberton, Milwaukee 45 1 3 5 6 7 10 ★FLINT Ink Corp., 2546 Clark Ave., Detroit 9

FULLER, H. B., Co., 255 Eagle St., St. Paul 2, Min GANE Brothers & Lane, Inc., 1355 W. Lake St., Chicago 7 GLYCO Chemicals, 417 Fifth Ave., New York 16

GODFREY Roller Co., 215 N. Camac St., Philadelphia 7 GREEN'S Paste Works, 200 Liverpool Rd., Liverpool, N.Y.

GRUMBACHER, M., Inc., 460 W. 34th St., New York 1 HABERULE Co., P.O. Box 245, Wilton, Conn.

1
HALBER Corp., 4151 Montrose, Chicago 41
HOYT, Arthur S., Co., 20 Jerusalem, Hicksville, N.Y.
5
7
\*KLEEN-STIK Products, Inc., 7300 W. Wilson, Chicago 31
LAYTON Elastic Glue Co., 1770 Canalport, Chicago 16

LE PAGE'S, Inc., Essex Ave., Gloucester, Mass. LOX Mfg. Co., 310 E. 31st St., Kansas City 3, Mo. 11

LUTHER, J. P., Co., 173-81 So. Pearl St., Berlin, Wis 12
MANHATTAN Paste & Glue Co., 425 Greenpoint Ave.,
Brooklyn 22
5 6 7
10 11 1 3 5 6 7 10 11 McKINLEY Litho Supply Co., 1623-39 John St., Cincinneti

McLAUGHLIN, Wm. J., & Co., 256-70 S. 23rd St., Phile-

MELIND, Louis, Co., 3524 N. Clark St., Chicago 13 MERRITT Products Co., 1747 Chester Ave., Cleveland 14

MILWAUKEE Printers Roller Co., 422 E. Fourth St., Milwaukee 4, Wis.

\*\*MINNESOTA Mining & Mfg. Co., 900 Bush, St. Paul 6
MONET Co., 43 South Ave., Fanwood, N.J. MONSANTO Chemical Co., Merrimac Div., Everett 49,

Mass. 4 MORNINGSTAR-Paisley, Inc., 1770 Canalport Ave., 2 3 5 6 7 8 9 10 11

12
NATIONAL Roller Co., 307 Pearl St., New York 38
NATIONAL Starth & Chemical Corp., 750 Third Ave.,
New York 17
1 2 . 3 5 6 7 8 9 10
12
NATIONAL Starth & Chemical Corp., 750 Third Ave.,
New York 17

NAZ-Dar Co., 461 Milwaukee Ave., Chicago 10, Ili. \*\*PECK, James 1., 47 High St., West Orange, N.J.

12 PERMACEL, New Brunswick, N.J.

1 2 3 4 5 6 7 8 9 10 11 ROGERS Isinglass & Glue Co., 210 Eastern Ave., Glou-ROSCOE Laboratories, 29 Moore St., Brooklyn 6

ROTOBOND Co., P.O. Box 69, Bound Brook, N. J. SERVWELL Products Co., 6541 Euclid, Cleveland 3

★SIEBOLD, J. H. & G. B., 150 Varick, New York 13

2

★SINCLAIR & Valentine Co.. 611 W. 129th, New York 27 S S Artist Materials Co., 712 N. State St., Chicago 10 STAFFORD, S. S., 609 Washington St., New York 14 TAYLOR Glue Co., Concord, N. H.

TOPFLIGHT Tape Co., 160 E. 9th Ave., York, Pa.
TWIN CITY Printers Roller Co., 505 S. 3rd St., Minneapolis 15, Minn.
UNION Rubber & Asbestos Co., P.O. Box 1040, Trenton 6, N.J. UNITED Shoe Machinery Corp., 140 Federal St., Boston 9 10

12
UNITED States Rubber Co., 1230 Ave. of the Americas,
New York 20
WILLIAMS, Brown & Earle, 904 Chestnut, Philadelphia 7
9

★WILLIAMSON & Co., P.O. Box 71, Caldwell, N. J. WILLIAMSON Adhesives, 8220 Kimball, Skokie, III.

★WILSOLITE Corp., 1827 Niagara St., Buffalo 7 WINN & Goodman, 440 Sansome St., San Francisco 11

ADHESIVE TAPE, CUT-MOUNTING ADHESIVE IAPE, CUI-MOUNTING
BRIDGEPORT Engravers Supply Co., Bridgeport, Conn.
CORKPAK Co., Inc., 70 Argyle Ave., New Rochelle, N.Y.

†IDEAL Roller & Mfg. Co., 2512 W. 24th St., Chicago 8
PERMACEL, New Brunswick, N.J.
IRWIN Mfg. Co., 101 Main St., Garland. Pa.

\*MINNESOTA Mining & Mfg. Co., 900 Bush, 5t. Paul 6
MYSTIK Adhesive Products, 2635 N. Kildare, Chicago 39

\*PECK, James I., 47 High St., W. Orange, N. J.

\*TITSBURGH White Metal Co., 244 Hamilton, Brooklyn 31

\*SINCLAIR & Valentine Co., 611 W. 129th, New York 27

ADHESIVE TAPE, MASKING

(for friskets, etc.) (\*\*Trisket\*s, etc.)

FASSON Products, 250 Chester St., Painesville, Ohio GUMMED Tape & Devices Co., 1069 Rogers, Brooklyn PERMACEL, New Brunswick, N.J. \*\*MINNESOTA Mining & Mfg. Co., 900 Bush, St. Paul 6 MYSTIK Adhesive Products, 2635 N. Kildare, Chicago 39 NAZ-Dar Co., 461 Milwaukea Ave., Chicago 10, Ill. SERVWELL Products Co., 6541 Euclid, Cleveland 3 \*\*SIEBOLD, J. M. & G. B., 150 Varick St., New York 13 \*\*SINCLAIR & Valentine Co., 611 W. 129th, New York 27 STANDARD Duplicating Machine Corp., 1935 Parkway, Everett, Mass.

ADHESIVE TAPE, PRESSURE-SENSITIVE

ADHESIVE TAPE, PRESSURE-SENSITIVE

\*ANCHOR Chemical Corp., 827 Bergen 5t., Brooklyn 38
BAUER & Black, Div. of Kendall Co., 2500 S. Dearborn
5t., Chicago 16
BEMIS Bro. Bag Co., Box 122, 5t. Louis 2
BEMIS Bro. Bag Co., Box 122, 5t. Louis 2
BERIDGEPORT Engravers Supply Co., Bridgeport, Conn.
CORKPAK Co., Inc., 70 Argyle, New Rochelle, N.Y.
DENNISON Mfg. Co., 300 Howard, Framingham, Mass.
EVER READY Lobel Corp., Cortlandt St., Belleville 9, N.J.
FASSON Products, 230 Chester 5t., Painesville, Ohio
GRIFFIN, Campbell, Hayes, Walsh, Inc., 50 E. 21st St.,
New York 10
GUMMED Tape & Devices Co., 1069-71 Rogers, Brooklyn
IRWIN Mfg. Co., 101 Main St., Garland, Pa.
\*KLEEN-Stik Products, Inc., 7300 W. Wilson, Chicago
LABELON Tape Co., 450 Atlantic, Rochester 9, N.Y.
\*MINNESOTA Mining & Mfg. Co., 900 Bush, 5t. Paul 6
MYSTIK Adhesive Products, 2635 N. Kildare, Chicago 39
PERMACEL, New Brunswick, N.J.
PHILLIPS & Jacobs, 622 Race St., Philadelphia, Pa.
\*ROLL-O-Graphic Corp., 133 Prince St., New York 12
UNITED States Rubber Co., 1230 Ave. of the Americas,
New York 20
\*WILLIAMSON & Co., Inc., P.O. Box 71, Caldwell, N.J.
WILLIAMSON & Co., Inc., P.O. Box 71, Caldwell, N.J.
WILLIAMSON & Co., INC. P.O. Box 71, Caldwell, N.J.
WILLIAMSON & Co., INC. P.O. Box 71, Caldwell, N.J.

### ADVERTISING NOVELTIES

Badges and Buttons Balloons

BROWNIE Mfg. Co., 55 Frankfort St., New York 38

FAIR Publishing House, Schauss Ave., Norwalk, Ohio
1
FIN-Jaske Co., 717 Sycamore, Cincinnati 2
FLEMING Calendar Co., 6535 Cottage Grove, Chicago 37
HAWKEYE Bindery Co., 815 Park St., Des Moines 14, la.
KING, Albert R., & Co., 321 Park Pl., New York 7
MOHICAN Rubber Co., Ashland, Ohio

PILGRIM Budge & Specialty Co., 278 Babcock St., Boston SOMMER Badge Mfg. Co., 71 Liberty St., Newark 2 ST. LOUIS Button Co., 411 Lucas, St. Louis

1 2 3 VAN Dam Products, Inc., 1299 Jerome Ave., New York 52 VOELP, Harry K., Inc., 134 4th, Pittsburgh 22 WEAVER Badge & Novelty Co., 1925 McKinney, Dallas 1 WRAPTURE Inc., 133 32nd Ave., Flushing 54, N.Y.

AGITATORS, INK

Ad

27

cas,

31

9

αy,

St.,

\*\*GEGENHEIMER, William, 80 Roebling St., Brooklyn \*\*HARRIS-Seybold, Div. of Harris-Intertype Corp., 4510 E. 71st St., Cleveland 5 LOX Mfg. Co., 3310 E. 31st St., Kansas City 28, Mo. ORTLEB Machinery Co., 3818 Laclede Ave., 5t. Louis 8 READ Standard Corp., York, Po. ROSS, Charles, & Son Co., 148-156 Classon, Brooklyn

AIRBRUSHES

BINKS Mfg. Co., 3124 W. Carroll, Chicago DeVILBISS Co., 300 Phillips Ave., Toledo 1, Ohio OLSEN-Mark Corp., 124 White St., New York 13 PAASCHE Airbrush Co., Div., Cline Electric Mfg. Co., 1905 Diversey Parkway, Chicago 14

### AIR, COMPRESSED, CLEANING AND **DRYING UNIT**

DeVILBISS Co., 300 Phillips Ave., Toledo 1, Ohio LOGAN Engineering Co., 4901 Lawrence, Chicago 30 OAKITE Products, Inc., 32 Rector St., New York 6

### AIR COMPRESSORS AND PUMPS

ALIS-Chalmers Mfg. Co., 1127 S. 70th St., Milwaukee & AMERICAN Type Founders, Inc., 200 Elmora Ave., Elizabeth, N.J. & BEALL, Jack, Vertical Service, 641 S. Dearborn, Chicago BECK/FELD Rotary Vacuum Blower Co., 72 First Ave., Pittsburgh 22
BeVILBISS Co., 3124 W. Carroll Ave., Chicago 12
BeVILBISS Co., 300 Phillips Ave., Toledo 1, Ohio FAIRBANKS Morse & Co., 600 S. Michigan, Chicago 5
GAST Mfg. Corp., Box 117-0, Benton Harbor, Mich. KELLOGG Div., American Brake Shoe Co., 97 Humboldt St., Rochester 9, N.Y.

\*\*LANSTON Monotype Co., Div. of Lanston Industries, Inc., 24th & Locust Sts., Philadelphia 1
LEIMAN Brothers, 156 Christie St., Newark 5, N.J. MillLER-Trojan Co., 1083 W. Main St., Troy, Ohio NEW JERSEY Machine Corp., 1800 Willow, Hoboken, N.J. OAKITE Products Inc., 19 Rector Street, New York 6
PAASCHE Airbrush Co., Div., Cline Electric Mfg. Co., 1905 Diversey Parkway, Chicago 14
RUESCH Co., 649 N. 4th St., Milwaukee 3
SPRAYOMATIC Products Co., 750 Main, Milford, Ohio & STEWART Warner Corp., 1826 Diversey Pkwy., Chicago WESTINGHOUSE Electric Corp., P.O. Box 868, Pittsburgh WILBAR Sales & Eng. Co., 549 W. Washington, Chicago 6

### **AIR AND PAPER CONDITIONERS**

1 Air Conditioning Equipment
2 Dehumidifiers
3 Humidifiers
4 Paper Conditioners
1 2 3 4
ABBEON Supply Co., 179-15 Jamaica, Jamaica 32, N.Y.

AIRTEMP Div., Chrysler Corp., 1600 Webster, Dayton,

Ohio
AMERICAN Blower Div., American-Standard, 8111 Tireman Ave., Detroit 32
1 2 3
AMERICAN Coils Co., 524 Lakewood, Farmingdale, N.J.

ANETSBERGER Bros., Anets Dr., Northbrook, III.

3 4
AQUA-SORB Co., 21 S. 16th St., East Orange, N.J.

ARMSTRONG Machine Works, 901 Maple St., Three

\*BAHNSON Co., 1001 S. Marshall St., Winston-Salem 2,

BRISTOL Co., P.O. Box 1790, Waterbury 20, Conn.

BUFFALO Forge Co., 490 Broadway, Buffalo
CARRIER CORP., Carrier Pkwy., Syracuse 1, N.Y.

FLINT, G. C., Eng. Service, 842 Gunderson, Oak Park, III.

GENERAL Electric Co., 1 River Road, Schenectady 5, N.Y. MAID-O-Mist, Inc., 3217 N. Pulaski Road, Chicago 41

MERIX Chemical Co., 1021 E. 55th St., Chicago 15

MURRAY, D. J., Mfg. Co., 1002 Third, Wausau, Wis.

PAASCHE Airbrush Co., Div., Cline Electric Mfg. Co., 1905 Diversey Parkway, Chicago 14 PARKS-CRAMER Co. P.O. Box 444, Fitchburg, Mass.

SOUTHWORTH Machine Co., 30 Warren, Portland 5, Me. STANDARD Engineering Works, 289 Roosevelt, Paw-tucket, R. I.

TRANE Co., 2nd & Cameron Ave., La Crosso, Wis.

1 2 3 4 WALTON Laboratories, 1186 Grove, Irvington, N.J. WESTINGHOUSE Electric Corp., P.O. Box 868, Pittsburgh WILSEA Works, 371 Saint Paul St., Rochester 5, N.Y. WRAPTURE Inc., 133 32nd Ave., Flushing 54, N.Y.

AIR FREIGHT AND EXPRESS SERVICES

AMERICAN Airlines, 100 Park Avenue, New York 17 EMERY Air Freight Corp., 801 2nd Ave., New York NORTHWEST Air Lines, 1885 University, \$1. Paul, Minn RAILWAY Express Agency, 219 E. 42nd \$1, New York UNITED Air Lines, Inc., 36 S. Wabash, Chicago 3, III.

AIR SEPARATORS

AIR SEFARATORS

ABALEMASTER Div. of E. Chicage Machine Tool Corp.,

4801 Railroad Ave., E. Chicage, Ind.,

DeVILBISS Co., 300 Phillips Ave., Tolede 1, Ohio

LOGAN Eng. Co., 4901 W. Lawrence Ave., Chicago, III.

PAASCHE Airbrush Co., Div., Cline Electric Mfg. Co.,

1905 Diversey Parkway, Chicago, III.

ALBUMIN

★GENERAL Printing Ink Div. of Sun Chemical Co., 750 Third Ave., New York 17 ★LITHO Chemical & Supply Co., 46 Harriet, Lynbrook,

N.Y.
MALLINCKRODT Chemical Works, 2nd & Mallinckrodt
Sts., St. Louis 7, Mo.
MOUNT Vernon Presses, Mt. Vernon, N.Y.
PHILLIPS & Jacobs, 622 Race St., Philadelphia 6
ROBERTS & Porter, Inc., 555 W. Adams, Chicago
SENEFELDER Co., 32 Greene St., New York 13

### ALBUMIN PLATE BAKING INFRA **RED UNIT**

FOSTORIA Pressed Steel Corp., Fostoria, Ohio

ALBUMIN SCALES, OFFSET-LITHO

★GENERAL Printing Ink Div. of Sun Chemical Co., 750 Third Ave., New York 17 ★LITHO Chemical & Supply Co., 46 Harriet, Lynbrook, N.Y.
MALLINCKRODT Chemical Works, 2nd & Mallinckrodt Sts.,

St. Louis 7, Mo.

St. Louis 7, Mo.

McKINLEY Litho Supply Co., 1623 John St., Cincinnati

PHILLIPS & Jacobs, 618 Race St., Philadelphia 6, Pa.

\*\*PITMAN, Harold M., Co., 51st Ave. & 33rd, Chicago 50

\*\*SIEBOLD, J. H. & G. B., 150 Varick, New York 13

\*\*SINCLAIR & Valentine Co., 611 W. 129th New York 27

ALPHABETS, DISPLAY
ADVERTISING Aids Co., 57 S. Fourth St., Minneapolis 1
AMSTERDAM Continental Types & Graphic Equip., Inc., 268 4th Ave., New York 10
CRAFTINT Mfg. Co., 1615 Collamer Ave., Cleveland 10
FOTOTYPE, Inc., 1414 W. Roscoe 5t., Chicago 13
PRESTO Process Co., 183 5t. Paul, Rochester 4, N.Y.

ANODES, COPPER

ANODES, COPPER
AMERICAN Brass Co., Waterbury 20, Conn.
BELMONT Smelting & Ref. Co., 330 Belmont, Brooklyn 7
EMPIRE Metal Co., 820 E. Water, Syracuse 3, N.Y.
FEDERATED Metals Div., American Smelting & Refining
Co., 120 Broadway, New York 15, N.Y.
HANSON-VanWinkle-Munning, Church St., Matawan, N.J.
MUNNING & Munning, Inc., 202 Emmet St., Newark, N.J.
REVERE Copper & Brass Inc., 230 Park, New York 17

1 Sprayers
2 Spray (Dry or Liquid)
3 Spray, Excess, Exhaust
1 2 3
\*AMERICAN Type Founders Sales Corp., 200 Elmora
Ave., Elizabeth B, N.J.
1 2

Branches in all principal cities.

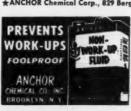


\*ANCHOR Chemical Corp., 829 Bergen St., Brooklyn 38 BINKS Mfg. Co., 3124 W. Carroll Ave., Chicago 12 CALIFORNIA Ink Co., 545 Sansome, San Francisco CANADA Printing Ink Co., Box 265, Postal Station "N," Toronto 14, Ont., Can. CRAIG Corp., 143 W. 20th St., New York 11 DE VERE Co., 2000 Clark St., Racine, Wis. \*FLINT Ink Corp., 2546 Clark Ave., Detroit 9 FOUNDRY Chemical Co., 36-08 Review Ave., Long Island City 1, N.Y.

1 2 3 FULLER, H. B., Co., 255 Eagle St., St. Paul 2 H & H Products, 1930 S. State St., Chicago 16 #HARRIS-Seybold Co., Div. of Harris-Intertype Corp., 4510 E. 71st St., Cleveland 5 HILL-Hentschel Co., 3928 Clayton, St. Louis 10 MANHATTAN Paste & Glue Co., 425 Greenpoint Ave., Brooklyn 22 MORINGSTAR-Paisley, Inc., 1770 Canalport, Chicago 16 NATIONAL Starch & Chemical Corp., 750 Third Ave., New NO OFF SET Co., 4012 Elfin, Louisville 7, Ky. ORTMAN-McCain Co., 1330 W. Washington, Chicago OXY-DRY Sprayer Corp., 1134 W. Montrose, Chicago 13 PAASCHE Airbrush Co., Div., Cline Electric Mfg. Co., 1905 Diversey Parkway, Chicago 14 PNEUMA-FLO Systems, Inc., 141 W. 20th St., New York 11 SLEIGHT Metallic Ink Co., 900 S. Clinton St., Chicago SRPAYOMATIC Products Co., 750 Main, Milford, Ohio STATIC Eliminator Co., 239 Centre St., New York 13 VARN Pro ducts Co., 26-15 123rd St., Flushing 54, N.Y. WESTINGHOUSE Electric Corp., P.O. Box 868, Pittsburgh WILBAR Sales & Eng. Co., 549 W. Washington, Chicago 6 WRAPTURE Inc., 133 32nd Ave., Flushing 54, N.Y.

**ANTI-WORKUP DEVICES** 

\*ANCHOR Chemical Corp., 829 Bergen St., Brooklyn 38



SOLD BY AUTHORIZED ANCHOR DEALERS **EVERYWHERE** 

CHEMICAL Color & Supply Co., Div. Sun Chemical Corp., 2820 W. Grand Ave., Chicago 5 L & W SERVICE Co., 501 Bullocks Point, Riverside, R. I.

**APRONS** 

APRONS
ACE Lite Step Co., 1708 S. State, Chicago
AMES Bag Co., 7009 Euclid Ave., Cleveland
BEMIS Bro. Bag Co., 8ox 122, St. Louis 2
HOOSIER Tarpaulin & Canvas Goods Co., Inc., 1302 W.
Washington St., Indianapolis 6
JOMAC, Inc., 6128 N. Woodstock St., Philadelphia 38
SCOTT, Asa D., Industries, 5447 N. Wayne, Chicago 40
U.S. Rubber Co., 1230 Ave. of the Americas, New York 20
WILLIAMS, Brown & Earle, 904 Chestnut, Philadelphia 7

### ARC LAMPS (see Lamps-Camera & Exposure)

### ARTISTS MATERIALS

1 Acetate Sheeting
2 Colors
3 Crayons
4 Drawing Boards
5 Drawing Instruments
6 Frisket Paper
2 3 4 5 6

ARTISTS Supply Co., 3194 E. 65th St., Cleveland 27 BAKELITE Corp., 300 Madison Ave., New York 17 BIENFANG Paper Co., Metuchen, N.J. BOURGES Color Corp., 80 5th Ave., New York 11 BRADLEY, Milton, Co., 74 Park St., Springfield, Mass. BRANDT Corp., P.O. Box 465, New Orleans CELANESE Plastics Corp., 180 Madison, New York 16 CRAFTINT Mfg. Co., 1615 Collamer Ave., Cleveland 10 1 2 3 4 5 6 
\*EASTMAN Kodak Co., 343 State St., Rochester 4, N.Y. FASSON Products Div., 250 Chester St., Painesville, Ohio GOODKIN, M. P., Co., 24 Beech St., Newark 2

GRUMBACHER, M., Inc., 460 W. 34th St., New York 1 HERCULES Powder Co., 931 Market, Wilmington, Del.

IRWIN Mfg. Co. Inc., Garland, Pa. LABELON Tape Co., 450 Atlantic, Rochester 9, N.Y.

1 2 3 4 5 6 LITHO-Art Products, Inc., 3401 N. Janssen, Chicago 13

MONSANTO Chemical Co., Plastics Div., 600 Monsanto Ave., Springfield 2, Mass.

NAZ-Dar Co., 461 Milwaukee Ave., Chicago 10
PAASCHE Airbrush Co., Div., Cline Electric Mfg. Co.,
1905 Diversey Pkwy., Chicago 14

RADIANT Color Co., 830 Isabella St., Oakland 7, Calif.

ROSCO Laboratories, 29 Moore St., Brooklyn SHANNON Luminous Materials Co., 7356 Santa Monica Blvd., Hollywood 46, Calif.

2 3 \*SIEBOLD, J. H. & G. B., 150 Varick, New York 13

S S Artist Materials Co., 712 N. State St., Chicago 10 THOMPSON Cabinet Co., Lake St., Ludington, Mich.

WILLIAMS, Brown & Earle, 904 Chestnut, Philadelphia

### **ASSEMBLING EQUIPMENT** (see Collating and Gathering Equip.)

### **AUCTIONEERS AND APPRAISERS**

AMERICAN Graphic Arts Machinery Co., Inc., 132 Nassau St., New York 38 SCHWARIZ Bros., 277 Broadway, New York 7 \*WHITE, Sid, 132 Nassau St., New York 38





BACKERS, ROLLER

EINGHAM'S, Sam'l, Son Mfg. Co., 636 Sherman, Chicago CRAWLEY Book Mchy. Co., 328 Keturah St., Newport, Ky. HICKOK, W. O., Mfg. Co., Box 423, Harrisburg, Pa. \*SHERIDAN, T. W. & C. B., Co., 220 Church, New York 13 SMYTH Mfg. Co., 9 Sigourney St., Hartford 6, Conn.

**BACKING PANS, STANDS (Electrotypers)** OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, III. SOMMER Badge Mfg. Co., 71 Liberty St., Newark 2 & WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa.

**BADGES** (see Advertising Novelties)

**BAG AND CARTON INKS** (see Inks-Special)



**BAG-MAKING MACHINES, SUPPLIES** 

AMES Bag Co., 7009 Euclid Ave., Cleveland
AMSCO Packaging Machinery Co., 3131 48th Ave., Long
Island City 1, N.Y.
HEINRICH Equip. Co., 111 Eighth Ave., New York 11
HOOSIER Tarpaulin & Canvas Goods Co., Inc., 1302 W.
Washington St., Indianapolis &
HUMPRHEY Design & Mfg. Inc., 16443 Euclid, E. Cleveland
MOORE, Kenneth J., & Co., 1778 Estes, Chicage 26
NAGEL-RYAN Mfg. Ce., 4363 Woodward, Royal Onk, Mich.
POTDEVIN Machine Co., 226 North St., Teterboro, N.J.
SMITH & Winchester Mfg. Co., South Windham, Conn.
WEBER, H. G., Co., Inc., 725 Fremont St., Kiel, Wis.

**BALERS, WASTE PAPER** 

AMERICAN Baler Co., 52 Ohio St., Bellevue, Ohio BALEMASTER, Div. of East Chicago Machine Tool Corp., 4801 Railroad Ave., East Chicago, Ind. BALER Corp., 4039 Walden Ave., Lancaster, N.Y. BUSINESS Mon's Paper Press Co., Wayland, Mich. ECONOMY Baler Co., Ann Arbor, Mich. LOGEMANN Bres. Co., 3186 W. Burleigh, Milwaukee 45

**BANDING AND BUNDLING PRESSES** 

ACME Steel Co., 135th & Perry Ave., Chicage 27
ANDERSON, C. F., & Co., 3225 S. Calumet, Chicage 16
BERRY Machine Co., 716 N. First St., St. Louis 2
BUNN, B. H., Co., 7605 S. Vincennes, Chicage 20
\*\*DIDDE-Glaser, Inc., S. Highway & W. 12th, Emporia,

\*\*DIDDE-Glaster, Inc., S. Angular St., Hamilton, Ohio Kan.

HAMILTON Tool Co., 900 Henover St., Hamilton, Ohio HUDSON-Sharp Machine Co., Subsid. of Food Machy. & Chem. Corp., Green Bay, Wis.

HICKOK, W. O., Mfg. Co., Harrisburg, Pe.

PAPER Converting Machinery Co., 2300 S. Ashland, Green Bay, Wis.

BEARERS, ELECTROTYPE

\*AMERICAN Steel Chase Co., 31-31 48th Ave., Long Island City 1, N.Y. OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, III. TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn

BEARINGS, BALL, ROLLER, SLEEVE TYPE

BEARINGS, BALL, ROLLER, SLEEVE TYPE
BEARINGS Industry Co., 311 W. 56th, New York 19
BOUND Brook Oil-less Bearing Co., Lincoln Blvd., Bound
Brook, N.J.
HYATT Bearings Div. of General Motors Corp., 427 Middlesex St., Harrison, N.J.
JOHNSON Bronze Co., 475 S. Mill St., Newcastle, Pa.
LINK-BELT Co., Prudential Plaza, Chicago
MINIATURE Precision Bearings, Inc., Kingsbury St.,
Keene, N. H.
MONOMELT Co., Inc., 1611 Polk, N.E., Minneapolis 13
OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, Ill.
SANDY HILL Iron & Brass Works, 27 Allen St., Hudson
Falls, N.Y.

ralls, N.T. SKF INDUSTRIES, Inc., Front St. & Erie, Philadelphia 32 TIMKEN Roller Bearing Co., 1835 Dueber, S.W., Canton 6, Okio Ohio TORRINGTON Co., Bantam Bearings Div., 3702 W. Sam-ple St., South Bend 21, Ind.

**BELLOWS, CAMERA** 

BURKE & James, 321 S. Wabash Ave., Chicage 4 \*CHEMCO Photoproducts Co., Charles St., Glen Cove, N.Y.
CONSOLIDATED In't. Equip. & Supply Ce., 1030 W. Chicago Ave., Chicago 22
DOUTHITT Corp., 680 E. Fort St., Detroit
MILLER-TROJAN Co., 1083 W. Main St., Troy, Ohio
ROBERTSON Photo-mechanix, Inc., 7440 Lawrence, Chicago ROBERTSON 1 saga 31 UNITED Camera Co., 1515 Belmont Ave., Chicago 13 ★WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa. WILLIAMS, Brown & Earle, 904 Chestnut, Philadelphia

**BELT AND TAPE LACING** 

CLIPPER Belt Lacer Co., 974 Front, N.W., Grand Rapids 2, Mich. FLEXIBLE Steel Lacing Co., 4607 Lexington, Chicago 44 RANIVILLE, F., Co., 241 Pearl, N.W., Grand Rapids, Mich. TON-TEX Corp., 247 Pearl St., N.W., Grand Rapids, Mich.

### BELTS, BELTING AND TAPE

Belt Dressing
Cord Rubber (Slug Cast.)
Fabricated
Leather
Mechanical
Tape, Feeder, Folder and Delivery
Vee

7 Vee 1 2 3 4 5 6 7 ARBEKA Webbing Co., 1135 Roosevelt, Pawtucket, R. I. \*BEALL, Jack, 3 4 5 7

BELTRACTION Co., 1813 W. Winona St., Chicago 40

BROWN, Arthur S., Mfg. Co., Tilton, N. H. CORPAK Co., inc., 70 Argyle Ave., New Rochelle, N.Y.
3 4 5 6
DAVEY Co., 164 Laidlaw Ave., Jersey City 8, N. J.

DAYTON Rubber Co., 2342 W. Riverview, Dayton 1, Ohio
GILMER, L. H., Co., Div. U.S. Rubber Co., Tecony, Philadelphia 35

GOODRICH, B. F., Industrial Products Co., 500 S. Main 1 2 5 HOOSIER Tarpaulin & Canvas Goods Co., Inc., 1302 W. Washington St., Indianapolis 6

HOPE Webbing Co., Pawtucket, R. I.

LINK-BELT Co., Prodential Plaza, Chicago

MANHATTAN Rubber Mfg. Div. of Raybestos-Manhattan, Inc., Passaic, N. J. 7 2 3 7 APECK, James I., 47 High St., West Orange, N. J.

RAMSEY Products Corp., P.O. Box 4127, Albuny 2, N.Y.
RANVILLE, F., Co., 241 Pearl, N.M., Grand Rapids, Mich.
1
RHOADS, J. E., & Sons, 2100 W. 11th, Philadelphia 6

RHOADS, J. E., & Sons, 2100 W. St., Middletown, Conn.

3
STAR Parts, Inc., 2 S. Main St., S. Hackensack, N. J.

7
TON-TEX Corp., 247 Pearl, N.W., Grand Rapids, Mich.

1 2 3 4 5 6 7
UNITED States Rubber Co., 1230 Ave. of the Americas, New York 20 2 3 5 6 7
VICTOR Balata & Textile Belting Co., 25th St., Easton, Pa.

★WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa.

BENDERS AND CUTTERS, STEEL RULE (see Rule, Steel, Benders, Cutters)

BENDING MACHINE, PLASTIC PLATES ACME Winter Corp., 1559 Niagare St., Buffalo 13 LAKE Erie Machinery Corp., P.O. Box 68, Buffalo 17 OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, III.

**BENDING MACHINES, PLATE** 

HOE, R., & Co., Inc., 910 E. 138th St., New York 54 MONOMELT Co., Inc., 1611 Polk, N.E., Minneapolis 13 OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, Ill. S. & W. Machine Co., 414 E. Pearl St., Cincinnati 2

**BEVELING MACHINES, PLATE** 

AMSTERDAM Continental; 268-276 Fourth Ave., New York 10
AUGUSTINE Co., 135 W. Main, Marshalltown, la.
BRIDGEPORT Engravers Supply Co., Bridgeport, Conn.
GOSS Co., Div. of MGD, Inc., 5601 W. 31st St., Chicage
HOE, R., & Ce., Inc., 1916 E. 138th St., New York
MORRISON Co., 125 W. Melvina, Milwaukee 12
OSTRANDER-Seymour Co., 1710 N. 25th, Melrosse Park, Ill.
PHILLIPS & Jacobs, 622 Race St., Philadelphia, Pa.
ROYLE, John, & Sons, 10 Essex St., Paterson 3, N.J.
\*WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa.
\*WILLIAMSON & Co., Inc., P.O. Box 71, Caldwell, N. J.

**BILLING MACHINES AND SUPPLIES** 

INTERNATIONAL Business Machines Corp., 590 Madison Ave., New York 22 REMINGTON Rand, Div. of Sperry Rand Corp., 315 Fourth Ave., New York 10 UNDERWOOD Corp., 1 Park Ave., New York

BILLS OF LADING

AMERICAN Register Co., 564 E. First, S. Boston 27
DEALERS BUSINESS Forms Co., 279 5th Ave., New York
ERSCO, 1930 Patterson, New York 72
HILL, Don, Press, 1108 Madison, Maywood, III.
INDIANA Printing Co., Crawfordsville, Ind.
SHEBY Salesbook Co., 40 High School Ave., Shelby, O.

В

CR

\* HO

NII

PO

\*R

RO

THE

BINDERS FOR NEWSPAPERS

BEAVERITE Products, Inc., Beaver Falls, N.Y.
ELBE File & Binder Co., 649 Alden St., Fall River, Mass.
HAWKEYE Bindery Co., 815 Park St., Des Moines 14, Ia.
REMINGTON-Rand, Div. of Sperry-Rand Corp., 315 Fourth Ave., New York ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chicago

BINDING (mechanical) MACHINERY CONSOLIDATED In't. Equip. & Supply Co., 1112 N. Homan Ave., Chicago DEXTER Co., Div. of MGD, Inc., 2011 W. Hastings St., Chicago 8

Chicago 8
FLEX-O-COIL Products Co., 3935 N. Mission, Los Angeles
GENERAL Binding Corp., 1101 Skokie Hwy., Northbrook,
III.
HAWKEYE Bindery Co., 815 Park St., Des Moines 14, Ia.
MACEY Co., subsid. of Harris-Intertype Corp., 5350 W.
130th St., Cleveland 30
MENDES, J. Curry, Corp., Industrial Park, New Bedford,
Mars.

Mass.
NYGREN-Dahly Co., 1422 W. Altgeld St., Chicago
PLASTIC Binding Corp., 732 Sherman St., Chicago 5
SLOVES Mech. Binding Corp., 601 W. 26th St., New York
SWING-O-RING Inc., 314 Dean St., Brooklyn
\*\*WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa.

### **BLACKLEADING MACHINES**

(Electrotypers) OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, III.

BLADES

1 Bookbinders Shears and Blades
2 Doctor, Gravure
3 Film and Print Trimmers and Blades
4 Folder
5 Fountain
6 Perforator
1 2 3 4 5 6
ACCURATE Steel Rule Die Mfr. Co., 22 W. 21st St., New York 10

AMERICAN Fabricators, 22 W. 21st St., New York 10 \*BEALL, Jack, Vertical Service, 641 S. Dearborn, Chicago BORG-Warner Corp., Atkins Saw Div., 402 S. Illinois St., Indianapolis 9

BRADLEY, Milton, Co., 74 Park St., Springfield, Mass.

★CHANDLER & Price Co., 6000 Carnegie, Cleveland 13 CHAPMAN Knives & Saws, 504 S. Broadway, St. Louis 2 CHICAGO Box Mach. Works, 1810 W. Grand, Chicago 22 DISSTON, Henry, Div., H. K. Porter Co., Inc., Unruh & Milnor Sts., Philadelphia 35 DURBROW & Hearns, 12 Wooster St., New York 13

GOSS Co., Div. of MGD, Inc., 5601 W. 31st St., Chicago FREMONT Tools & Die Co., 432 N. Wood, Fremont, Ohio HELMOLD, J. F., & Bro., Inc., 1462 Shakespeare, Chicago HICKOK, W. O. Mfg. Co., Harrisburg, Pa.

HOBBS Mfg. Co., 26 Salisbury St., Worcester, Mass. HOE, R., & Co., Inc., 910 E. 138th St., New York

2 4
5
INTERSTATE Die Cutting Co., 22 W. 21st, New York 10
OHIO Knife Co., B. & O. RR. & Dreman Ave., Cincinnati

PIERCE Specialized Equip. Co., 350 Peninsular, San Mateo, Calif. ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave., Chicago 31

3 ROBINSON, John T., Co., 1476 River, Hyde Park 36, Mass. SEAL-O-Matic Dispenser Corp., 169 Murray St., Newark SHAWVER Co., 21 W. Pleasant St., Springfield, Ohio SIMMONDS, Worden, White Co., 617 Negley Pl., Dayton

SIMONDS Saw & Steel Co., 470 Main, Fitchburgh, Mass.

1 2 4 5 6
SMYTH Mfg. Co., 9 Sigourney St., Hartford 6, Conn. SOUTHWORTH Machine Co., 30 Warren, Portland, Me. STANDARD Process Corp., 2704 W. Roscoe, Chicago 18 WAPAKONETA Machine Co., Wapakoneta, Ohio UNITED States Rubber Co., 1230 Ave. of the Americas, New York 20

### **BLANKETS, PRESS**

)

11.

22

1 Gravure 2 Letterpress 3 Offset-Litha

BEST, Edward H., & Co., 210 Lincoln St., Boston 5 BINGHAM'S, Sam'l, Son Mfg. Co., 636 Sherman St., Chicago 5 BROWN Coating Equipment Co., Wellston, Ohio 1 3 BROWN, W. A., Mfg., Co., 608 S. Dearborn St., Chicago 5 CARMICHAEL Blanket Co., 11510 Oxford, N.E., Atlanta CORKPAK Co., 70 Argyle Ave., New Rochelle, N.Y. 1 2 3 CRONITE Co., 88th St. & Hudson, North Bergen, N. J. DAVIDSON Corp., Subs. of Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5 DAYTON Rubber Co., 2342 W. Riverside, Dayton 7 DOUTHITT Corp., 680 E. Fort St., Detroit 26

FOTOPLATE Co., 34 Oxford St., Newark 5, N. J. GAETJENS, Berger & Wirth, Inc., 35 York, Brooklyn \*GOODYEAR Tire & Rubber Co., Printers' Supplies Sales Dept., P.O. Box 801, New Bedford, Mass.

GOSS Co., Div. of MGD, Inc., 5601 W. 31st St., Chicago \*HARRIS-Seybold Co., Div. of Harris-Intertype Corp., 4510 E. 71st St., Cleveland 5

★HILL Rubber Co., 2728 Elston Ave., Chicago HOUSE, Chas. W., & Sons, 505 Fifth Ave., New York 17 \*INTERCHEMICAL Corp., Printing Ink Div., 67 W. 44th St., New York 19

\*LITHOPLATE, Inc., subsid. of Harris-Intertype Corp., 278 Anden Dr., El Monte, Calif.

McKINLEY Litho Supply Co., 1623 John, Cincinnati 14 NILES & Nelson, Inc., 75 West St., New York 6

POLYCHROME Corp., 2 Ashburton Ave., Yonkers 2, N.Y.

★RAPID Roller Co., 2558 S. Federal St., Chicago 16 REEVES Brothers Inc., Industrial Products Div., 1071 6th Ave., New York

ROBERTS & Porter, Inc., 555 W. Adams St., Chicago 6

↑ 2 3 ★ROLL-O-Graphic Corp., 133 Prince, New York 12 SCOTT, Walter, & Co., 525 South Ave., Plainfield, N. J. ★SIEBOLD, J. H. & G. B., 150 Varick, New York 13 ★SINCLAIR & Valentine Co., 611 W. 129th St., New York TILESTON & Hollingsworth Co., 213 Congress, Boston 2 3 TINGUE, Brown & Co., 1765 Carter, New York 57 UNITED State Rubber Co., 1230 Ave. of the Americas, \*WILSOLITE Corp., 1827 Niagara St., Buffalo 7

BLANKETS, ROLLER EMBOSSING MACH. HOUSE, Chas. W., & Sons, 505 Fifth Ave., New York 17

### **BLANKETS, ROLLER VARNISHING** MACH.

CORKPAK Co., Inc., 70 Argyle Ave., New Rochelle, N.Y. \*RAPID Roller Co., 2558 S. Federal St., Chicago 16

### **BLANKETS, STEREOTYPE MOLDING**

1 Cork
2 Fabric
3 Fibre
4 Rubber
5 Rubber Creeper
1 2 3 4 5
BEST, Edward H., & Co., 210 Lincoln St., Boston 5

CORKPAK Co., Inc., 70 Argyle Ave., New Rochelle, N.Y.

1 2 3 4 5

GOODYEAR Tire & Rubber Co., Printers' Supplies Sales
Dept., P.O. Box 801, New Bedford, Mass.

4 5

GRIFFITHS, John, Co., 415 Lexington, New York 17

HOUSE, Chas. W., & Sons, 505 5th Ave., New York 17

POLYCHROME Corp., 2 Ashburton Ave., Yonkers, N.Y. TINGUE, Brown & Co., 1765 Carter, New York 57
1 2 3 4 5
TON-TEX Corp., 247 Pearl, N.W., Grand Rapids, Mich. UNITED States Rubber Co., 1230 Ave. of the Americas,

**BLANKET WASH, OFFSET-LITHO** 



SOLD BY AUTHORIZED ANCHOR DEALERS **EVERYWHERE** 

BINGHAM'S, Sam'l, Son Mfg. Co., 636 Sherman St.,

### **BLOWERS, CLEANING (Portable)**

BLOWERS, CLEANING (PORTGDIe)
ACE Co., P.O. Sox 1212, Ocala, Florida
AMERICAN Blower Corp., 8111 Tiremen St., Detroit
BREUER Electric Mfg. Co., 5100 N. Ravenswood, Chicago
CLEMENTS Mfg. Co., 6650 S. Narragansett, Chicago 38
IDEAL Industries, Inc., 5065 Park Ave., Sycamere, III.
LAMSON Corp., 250 Lamson St., Syracuse 1, N.Y.
PAASCHE Airbrush Co., Div., Cline Electric Mfg. Co., 1905
Diversey Parkway, Chicago 14
WESTINGHOUSE Electric Corp., P.O. Box 868, Pittsburgh

### BLUEPRINT POWDER

\*LITHO Chem. & Supply Co., 46 Harriet, Lynbrook, N.Y. \*PITMAN, Harold M., Co., 515 Secaucus, Secaucus, N. J.

**BOARD, CARD, BEVELERS** 

ALTAIR Machinery Corp., 55 Vandam, New York 13 DURRBROW & Hearne, 12 Wooster St., New York 13 EMBOSSOGRAPH Corp. of America, 38 W. 21st St., New

**BOARD CUTTERS, ROTARY** 

APPLETON Wood Products Co., Appleton, Wis.
CHICAGO Box Machine Works, 1810 W. Grand, Chicago
CRAWLEY Book Mchy. Co., 228 Keturah St., Newport, Ky.
HAWKEYE Bindery Co., 815 Park St., Des Moines 14, 10.
ROBINSON, John T., Co., 1476 River, Hyde Park, Mass.
SMITH & Winchester Mfg. Co., South Windham, Conn.
SOUTH Wabash Engineering Co., 203 N. Wabash, Chicago
SWIFT, Geo. W., Jr., Inc., Bordentown, N. J.

### BOOK COVER ROUND CORNER **TURNING-IN MACHINES**

ALTAIR Machinery Corp., 55 Vandam, New York 13 GRIFFIN, Campbell, Hayes, Walsh, Inc., 50 E. 21st St., New York 10

### **BOOK COVERING MACHINES**

AMSTERDAM Continental Types & Graphic Equip. Inc., 268 4th Ave., New York 10
CONSOLIDATED Int'l. Equip. & Supply Co., 1030 W. Chicago Ave., Chicago 22
DEXTER Co., Div. of MGD, Inc., 2011 W. Hastings St., Chicago Ave. \*\*DEXTER Co., DIV. of Mod., Mar., Chicage 8

MOORE, Kenneth J., & Co., 1778 Estes, Chicage 26

PAASCHE Airbrush Co., Div., Cline Electric Mfg. Co., 1905 Diversey Parkway, Chicage 14

\*\*SHERIDAN, T. W. & C. B., Co., 220 Church, New York 13

SMYTH Mfg. Co., 9 Sigourney St., Hartford 6, Conn.

STANDARD Paper Box Mach. Co., 476 Broome, New York

**BOOK SMASHER, COMPRESSOR** 

ALTAIR Machinery Corp., 55 Vandam, New York 13 BERRY Machine Co., 716 N. First St., St. Louis 2

### **BOOK TRIMMING GUIDES**

\*CHALLENGE Machinery Co., Grand Haven, Mich.

BOOKBINDERS MACHINERY

BOOKBINDERS MACHINERY

ACME Staple Co., N. Main St., Franklin, N. H.
ALTAIR Machinery Corp., 55 Vandam St., New York

\*AMERICAN Type Founders, 200 Elmora Ave., Elizabeth B, N. J.

AMSTERDAM Continental Types & Graphic Equip. Inc.,
268 4th Ave., New York 10

ANDERSON, C. F., & Co., 3225 S. Calumet, Chicago 16

BERRY Machine Co., 716 N. First St., St. Louis 2

BOSTITCH, Inc., E. Greenwich, R. I.

\*CHANDLER Machinery Co., Grand Haven, Mich.

\*CHANDLER & Price Co., 6000 Carnegie, Cleveland 3

CONSOLIDATED Int'l Equip. & Supply Co., 1030 W. Chicago Av., Chicago 22

CRAWLEY Book Mchy. Co., 328 Keturah St., Newport, Ky.

\*DEXTER Co., Div. of MGD, Inc., 2011 W. Hastings St.,

Chicago 8

Chicago & J., Co., 106 W. 15th St., Fort Worth, Tex. FullER, E. C., Co., Inc., 28 Reade St., New York 7 GANE Bros. & Lone, Inc., 1355 W. Lake St., Chicago GENERAL Binding Corp., 1101 Skokie Hwy., Northbrook,

III.
GRIFFIN, Campbell, Hayes, Walsh, Inc., 50 E. 21st St.,
New York 10
\*\*HARRIS-Seybold Co., Div. of Harris-Intertype Corp.,
4510 E. 71st St., Cleveland 5
HICKOK, W. O., Mfg. Co., Box 423, Harrisburg, Pa.
HOLLINGSWORTH, Wm., Machine Co., 227 N. Holliday
St. Baltimore

HOLLINGSWORTH, Wm., Machine Co., 227 N. Hollinay St., Bullimore JONES, James H., Co., 808 W. Washington St., Chicago \*LAWSON Co., Div. of MGD, Inc., 2011 Hastings St., Chicago 8 LOYD Associates, Ltd., 15 William St., New York 5 McADAMS, John, & Sons, 20 Knight St., Norwalk, Conn. MACEY Co., subsid. of Harris-Intertype Corp., 3350 W. 130th St., Claveland 30 MENDES, J. Curry, Corp., Industrial Park, New Bedford, Mass.

MENDES, J. Curry, Corp., Industrial Park, New Bedford, Mass.
MOORE, Kenneth J., & Co., 1778 W. Estes, Chicago 26 MULLER, Chos. A., Co., 153 Lafayette, New York 13 NYGREN-Dahly Co., 1422 W. Altgeld St., Chicago OLSEN-Mark Corp., 124 White St., New York 13 PEERLESS Roll Leaf Co., 4511 New York, Union City, N. J. PLEGER, John J., Co., 613 W. 16th St., Chicago 16 ROBINSON, John T., Co., 1476 River, Hyde Park 36, Mass. & ROSBACK, F. P., Co., Benton Harbor, Mich. & SHERIDAN, T. W. & C. B., Co., Inc., 220 Church St., New York 13

**SINCE 1835** 

MANUFACTURERS OF

### BOOKBINDERS' MACHINERY

T. W. & C. B. Sheridan Co. 220 Church St., N.Y.C.

SLADE, Hipp & Meloy, Inc., 119 W. Leke, Chicago 1 SMYTH Mfg. Co., 9 Sigourney St., Hartford, Conn. STOLP-GORE Co., Inc., 123 S. Jefferson St., Chicago 6 \*TURNER Printing Michy., Inc., 6510 Euclid, Cleveland 3

### **BOOKBINDERS SUPPLIES**

1 Banding
2 Cloth
3 Leather and Imitations
4 Staples
5 Taple
6 Thread and Twine
1 2 3 5 6
ACME Staple Co., N. Main St., Franklin, N. H.
AIGNER, G. J., Co., 426 S. Clinton St., Chicage

BOSTITCH, Inc., E. Greenwich, R. I.

★BROWN-Bridge Mills, Inc., East Water St., Troy, Ohio

BURKHARDT Co., 3817 W. Fort, Detroit 16 COATED Textile Mills, Inc., Columbus & York Aves., Pawtucket, R. J.

CORKPAK Co., Inc., 70 Argyle Ave., New Rochelle, N.Y.

2 3

\*DU PONT, E. I., de Nemours & Co., Photo Products
Dept., Wilmington 98, Del.

HOLLISTON Mills, Inc., Norwood, Mass.

HOPE Webbing Co., Pawtucket, R. I.

INTERLAKEN Mills, Fiskville, R. I.

LANSKEY Die Cutting Co., 473 President St., Brooklyn 15 LATEX Fiber Industries, Beaver Falls, N.Y.

LITHOGRAPHERS Finishing Co., 635 W. 54th St., New

LUDLOW Papers, Inc., P.O. Box 135, Needham Hts., Mass. McLAUGHLIN, Wm. J., & Co., 256-70 S. 23rd St., Phila-2 3 5 6
MARSHALL, Son & Wheelock, Inc., 82 Lincoln St., Boston

MEYER, John C., Thread Co., 1449 Middlesex St., Lowell, MIDLAND Sales & Mfg. Co., Oelwein, Ia.

MID-STATES Gummed Paper Co., Div. Minnesota Mining & Mfg. Co., 6850 S. Harlem Ave., Bedford Park, III.

\*MINNESOTA Mining & Mfg. Co., 900 Bush, St. Paul 6 MYSTIK Adhesive Products, 2635 N. Kildare, Chicago 39

\*NASHUA Corp., Nashua, N. H.

NATIONAL Publishing Co., 239 S. American St., Phila-

1 2 3 4 5 6 7 8 9
RELIABLE Textile Co., 216 W. Adams St., Chicago 6

SEAL-O-MATIC Dispenser Corp., 169 Murray, Newark SLADE, Hipp & Meloy, Inc., 119 W. Lake St., Chicago 1

SPRINGFIELD Coated Paper Corp., P.O. Box 229 Camden,

U.S. Rubber Co., 1230 Ave. of the Americas, New York 20

### **BOOKBINDERY SERVICES FOR TRADE** (see Mounting, Finishing for Trade)

1 Binding, Mechanical
2 Covers, All Kinds
3 Edition
4 Embossing
5 Eyeletting
6 Indexing
7 Mounting; Finishing
8 Perforating
9 Punching, Drilling
12 3 4 5 6 1 2 3 4 5 6 7 8 9 AIGNER, G. J., Co., 426 S. Clinton St., Chicopo

AMERICAN Beauty Cover Co., P.O. Box 1249, Dallas 21 \*ARVEY Corp., 3642 N. Kimball Ave., Chicago 18

BERRY Machine Co., 716 N. First St., St. Louis 2

BROCK & Rankin, 4501 W. 16th St., Chicago 23 1 2 3 COMMERCIAL Bindery Inc., 854 Howard, Detroit

DURAND Mfg. Co., 939 W. 35th St., Chicago 9

ELBE File & Binder Co., 649 Alden St., Fall River, Mass. ENGDAHL Bindery, Inc., 2200 S. Maywood Drive, Maywood, III.

FEIEREISEN, H. L., 1410 18th St. S.E., Codor Ropids, Ia. 1 2 3 5 6 7 8 9 1 2 3 5 6 7 8 9 FISHER Bookbinding Co., 228 E. 45th St., New York 17 1 2 3 4 5 6 7 8 9 1 2 3 4 5 6 7 8 9 FREEDMAN Die Cutters, Inc., 285 Lafayette, New York 12 GENERAL Binding Corp., 1101 Skokie Hwy., Northbrook, GOAT, Fred, Co., Inc., 314 Dean St., Brooklyn

HESS & Young, 1118 N. 3rd St., Philadelphia 23 INDEX Sales Corp., 1313 W. Congress St., Chicago 7 ★KINGSPORT Press, Inc., Kingsport, Tenn.

### KINGSPORT PRESS Inc. KINGSPORT, TENN.

Book Manufacturers KINGSKRAFT COVERS FOR CATALOGS, SCHOOL & COLLEGE ANNUALS

★KLEEN-Stik Products, Inc., 7300 W. Wilson, Chicago LIEDTKE Bros. Co., 522 S. Clinton St., Chicago 7 PIERCE Specialized Equip. Co., 350 Peninsular, San Mateo, Calif. SLOVES Mech. Binding Co., 601 W. 26th St., New York 13

STANDARD Mechanical Bindings Co., 1100 W. 3rd Ave.,

STANDARD Tog Co., 65 Duane St., New York 7 SWING-O-RING, Inc., 314 Dean St., Brooklyn 17

WILDER Binding & Finishing Co., 512 S. Peoria, Chicago 7

### **BORING, PLATE, MACHINES** (see Plate, Almanac & Calendar)

### **BOX, CARTON MAKING MACHINERY** (Set-up and Folding)

1 Box Doming Machines
2 Box Collapsing Machines
3 Box Making (Set-Up) Machines
4 Carton Forming, Lining, Filling, Folding,
Closing, and Sealing Machines
5 Case Printing Machines
6 Case Sealing, Glue, Machines
7 Case Sealing, Gummed Tape Machines
2 3 4 5 6 7
7, Charles, Machine Corp., 44 Church Rd., King of ssia, Pe. BECK, Ch

BETTER Packages, Inc., 258 Canal, Shelton, Conn. BOSTITCH Inc., E. Greenwich, R. I.

4 CHICAGO Box Machine Works, 1810 W. Grand, Chicago COMMERCIAL Paste Co., 504-520 Buttles, Columbus 8 ★FORCE, William A., 216 Nichols Ave., Brooklyn 8

FERGUSON, J. L., Co., P.O. Box 1226, Joliet, III.

4 5 6
FULLER, H. B., 255 Eagle St., 5t. Paul 2, Minn.

GLOBE Mfg. Co., 2009 Kinsey St., Philadelphia 24

GUMMED Tape & Devices Co., 1069-71 Rogers, Brooklyn HELLER Robert Mfg. Co., 6151 Carnegie, Cleveland 3

HIGH Production Mach. Co., 533 N. 11th St., Philadelphia HOBBS Mfg. Co., 26 Salisbury St., Worcester, Mass.

HOOPER, F. X., Co., Inc., Glen Arm, Md.
3
5
HUMPHREY Design & Mfg., 16343 Euclid, E. Cleveland 12
INMAN Manufacturing Co., Amsterdam, N.Y.

INTERNATIONAL Paper Box Machy. Co., 315 Main St., a, N. H.

INTERSTATE Folding Box Co., Middletown, Ohio JONES, James H., Co., 810 W. Washington, Chicago XIEFER, Karl, Machine Co., 919 Martin, Cincinnati 2

KNOWLTON, M. D., Co., 57 Clarissa, Rochester 4, N.Y. LANGSTON, Samuel M., Co., Camden, N.J.

MOORE, Kenneth J. & Co., 1778 W. Estes, Chicago 26

NATIONAL Metal Edge Box Co., 334 N. 12th St., Philadelphia, Pa. NEW JERSEY Machine Corp., 1800 Willow, Hoboken, N. J.

\*PACKER Mfg. Co., Inc., Green Bay, Wis. PARRY, Samuel R., Mach. Co., 224 Mill, Rochester 4, N.Y.

1 2 3 4 5 6 7 POTDEVIN Machine Co., 226 North St., Teterboro, N. J. REDINGTON, F. B., Co., 3000 St. Charles, Bellwood, III.
ROBINSON, John T., Co., 1476 River, Hyde Park, Mass.

ROSS, A. H., Co., Box 998, Dayton 1, Ohio

SEAL-O-Matic Dispenser Corp., 169 Murray, Newark, N.J. \*SHERIDAN, T. W. & C. B., Co., 220 Church, New York 13

SPECIALTY Automatic Machine Co., 88 Gerrish Ave., Chelsea 50. Mass. STANDARD Paper Box Mchy. Co., 476 Broome, New New York 13

STAUDE, E. G., Div., 850 Ladd Rd., Walled Lake, Detroit,

3 4
STOKES & Smith Plant, FMC Packaging Machinery Div.,
4900 Summerdale Ave., Philadelphia 24
3 4 6

WILSEA Works, 371 St. Paul Ave., Rochester 5, N.Y.

YOUNG Engineering Co., 2429 N. Sheffield, Chicago 14

### BOXES, CARDBOARD (For stationery and printed forms)

BARGER Box & Printing Corp., 1513 Lusher, Elkhart, Ind. BURNETT, R. L., Co., 815 E. Commerce, San Antonio 6 GLOBE-Wernicke Co., Norwood, Cincinnati 12 INTERSTATE Folding Box Co., Middletown, Ohio NATIONAL Metal Edge Box Co., 334 N. 12th, Philadelphia

### **BRAKES, PRESS**

CLINE Electric Mfg. Co., 3405 W. 47th, Chicago MARGACH Mfg. Co., 82 Beekman St., New York 7 MISSOURI-Central Type Foundry, 705 E. Murdock, Wichita, Kan. ★RICHARDS, J. A., Co., 903-7 N. Pitcher, Kalamazoo, Mich. STEPHENS, Sam'I, & Wickersham Quoin Co., 174 High St., Boston 10 TRIUMPH Equip. Engineers, 6506 Walker St., Minneapolis

### **BRASS & COPPER SPACES**

(see Thin Spaces)

### BRAYERS

BINGHAM'S, Sam'l, Son Mfg. Co., 636 Sherman St., BINGHAM'S, Sam'I, Son Mtg. Co., 636 Shermon St., Chicago 8 MELIND, Louis, Co., 3524 N. Clark St., Chicago 8 MELIND, Louis, Co., 3524 N. Clark St., Chicago 13 NATIONAL Roller Co., 307 Pearl St., New York 38 NOLAN Corp., 1333 E. Dominick St., Rome, N.Y. PAYYER PITS, Machine Works, 600 S. Broadway, St. Louis PITSSURGH White Metal Co., 284 Hamilton, Brooklyn 31 \*\*RAPID Roller Co., 2555 S. Federal St., Chicago 16 TRIUMPH Equip. Engineers, 6506 Walker St., Minneapolis

# **BROACHING MACHINES AND**

RULES, TABULAR SYSTEMS

\*UNIVERSAL Mono-Tabular Corp., 715 N. Central Expressway, Richardson, Tex.

FA

G#

HII

IN

SPC

BU

THE

### BRONZE POWDER (see Foil and Leaf)

### **BRONZING MACHINES**

AMERICAN Bronzing Machine Works Inc., 145 Nassau 51., New York 38 ATLANTIC Powdered Metals, Inc., 38 Park Row, New DEXTER Co., Div. of MGD, Inc., 2011 W. Hastings St., Chicago 8
HENSCHEL, C. B., Mfg. Co., 229 W. Mineral, Milwoukee 4
KORN, H. P., Co., 5 Beekman 5t., New York 38
MEISEL Press Mfg. Co., 944 Dorchester, Boston 25
\*\*ZARKIN Machine Co., 34-19 Tenth, Long Island City, N.Y.

### **BRUSHES, BASE CLEANING**

HANSON-VanWinkle-Munning, Church St., Matawan, N.J. \*\*PRINTING Machinery Co., 436 Commercial, Cincinnati 2 \*\*WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa.

### **BUNDLING DEVICES (Newspapers)** TIE Company, 14 Depot St., Unadilla, N.Y

### **BURNING-IN STOVES (OVENS),** PHOTOENGRAVERS'

PHOTOENGRAVERS'
AMSTERDAM Continental Types & Graphic Equip. Inc.,
268 4th Ave., New York 10
BRIDGEPORT Engravers Supply Co., Bridgeport, Conn.
\*\*CHEMCO Photoproducts Co., Charles St., Glen Cove,
N.Y.
DOUTHITT Corp., 680 E. Fort St., Detroit 26
FOSTORIA Pressed Steel Corp., Fostoria, Ohio
HERBERT Products Inc., 180 Linden Ave., Westbury, N.Y.
JONES Graphic Products Co., 320 Broadway, S.E., Albuquerque, N. M.
MASTER Etching Machine Co., Inc., 127 Greenwood Ave.,
Wyncote, Po.

NATIONAL Steel & Copper Plate Co., 700 S. Clinton, Chicago 7
OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, Ill.
PHILLIPS & Jacobs, 622 Race St., Philadelphia, Pa.
ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave.,

Chicago 31
SULLEBARGER, E. T., Co., 114 Liberty St., New York 6
TEANECK Chemical Co., Carlstadt, N. J.

\*\*WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa.

**BURNERS, GAS, ELECTROTYPERS** AND STEREOTYPERS' FURNACES

GOSS Co., Div. of MGD, Inc., 5601 W. 31st St., Chicago JOHNSON Gas Appliance Co., 520 "E" Ave., Cedar Rapids, Ia. KEMP, C. M., Mfg. Co., 405 E. Oliver St., Baltimore OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, Ill.

### **BURNISHERS, BOOKBINDERS' AND PHOTOENGRAVERS'** (see Tools)

### BUSINESS FORMS FOR THE TRADE

Collating

١d

111.

J.

13

oit,

nia

ck,

igh

lis

St.,

lis

Ex-

ity,

N.J.

nc.,

ve,

I.Y.

ve.,

ON

2 Printing 3 Stock Forms—Complete

★ADAMS Sales Book Co., P.O. Box 91, Topeka, Kan.

AMERICAN Register Co., 564 E. First, S. Boston 27 ★APEX Business Systems, 540 Pearl St., New York 7

# SNAPEX TAX & STOCK BUSINESS FORMS MANUFACTURERS



W-2—Approved Federal, State and City wage tax reports for processing in one operation. Forms specifically designed for NCR, Burroughs, etc.

STOCK FORMS—Invoices, Bills of Lad-ing, Purchase Orders, Expense Reports, Speed Letters, Credit Memos, etc.

You accept the orders—we do every-thing else under your name. Excellent profits. All forms imprinted or plain. IMMEDIATE SHIPMENTS right from

Write for trade PROFIT-PLAN now! ing the trade from Coast to Coast

### APEX BUSINESS SYSTEMS

BALTIMORE Business Forms Co., 3120 Frederick, Balti-

CONNECTICUT Manifold Forms Co., 620 Oakwood, W. Hartford 10, Conn.

DEALERS Business Forms Co., 279 5th Ave., New York ENNIS Business Forms, Inc., 214 W. Knox, Ennis, Tex. 1 2 3 ERSCO, 1930 Patterson Ave., New York 72 1 2 3

FAIR Publishing House, Schauss Ave., Norwalk, Ohio

FORM House, 5200 W. 26th St., Cicero, III.

GAVRIN, Arthur J., Press, Inc., New Rochelle, N. Y.

HILL, Don, Press, 1108 Madison, Maywood, III.

INDIANA Printing Co., Crawfordsville, Ind.

INTERNATIONAL Ticket Co., 50 Grafton, Newark 4

MENDES, J. Curry, Corp., Industrial Park, New Bedford,

ROGERSNAP, P.O. Box 10425, Dallas ★ROYAL Zenith Corp., 180 Varick, New York 14

SHELBY Salesbook Co., 40 High School Ave., Shelby, O.

SPOT Carbon Products, 54 Lafayette St., New York 13

VARCO Inc., 300 W. Congress Pkwy., Chicago 7

### **BUTTONS AND BADGES (see Adv.** Novelties & Gift Items)

Printing Types and How to Use Them.

By Stanley C. Hlasta. \$7.85. Information on 126 type faces most commonly used in books, magazines and advertising. Two parts: Book and Magazine Faces and Advertising and Display Faces. Send check or money order to Book Dept., The Inland and American PRINTER and LITHOGRAPHER, 79 W. Monroe, Chicago 3, III.



### CABINETS, CASES, RACKS (see Drying Cabinets)

(see Drying Cabinets)

1 Cabinets, Galley
2 Cabinets, Matrix (Type)
3 Cabinets, Matrix (Type)
3 Cabinets, Offset Filling
4 Cabinets, Page Storage
6 Cabinets, Pressroom, Ink
7 Cabinets, Pressroom, Ink
7 Cabinets, Storage
8 Cabinets, Storage
9 Cabinets, Tool
10 Cases, Type
11 Chairs, Seats, Stools
12 Desks
13 Dispatch Cabinets
14 Racks, Chase
15 Racks, Drying
16 Racks, Magazine, Type
17 Racks, Press Roller
17 Racks, Press Roller
18 13 14 15 16 7 8 9 10 11
17 ACME Type Foundry, 633 Plymouth Court, Chicago 5
1 ALLIED Steel Equipment Co., Lapeer, Mich.
13
AMSTERDAM Cont'l. Types & Graphic Eqp., 268 4

AMSTERDAM Cont'l. Types & Graphic Eqp., 268 4th Ave., New York 10

ANDERSON, C. F., & Co., 3225 Calumet, Chicago 16

13
ANGLE Steel Stool Co., 127 Oak St., Plainwell, Mich.
1 2 6 9
ATLAS Stencil Files Corp., Atlas Vert. Filing Systems, Div.,
16716 Westfield, Cleveland 10

AURORA Equipment Co., Cleveland at Prairie, Aurora, III.

4 5 6 7 8 9

BAR-Plate Mfg. Co., Boston Post Rd., Orange, Conn.

BERGER Mfg. Co., Div. Republic Steel Corp., Canton 5 BRODERICK & Johnson Printing Equipment, 1725 S. Maple Ave., Los Angeles 15

BROWN, W. A., Mfg. Co., 608 S. Dearborn St., Chicago 5 \*CHALLENGE Machinery Co., Grand Haven, Mich.



### for "BLACK BEAUTY" and STANDARD GALLEYS **GALLEY CABINETS**

See your local Challenge Dealer

★COLWELL Litho Products, 402 Chicago, Minneapolis DOVEN Div., Appleton Machine Co., 618 S. Oneida St., Appleton, Wis.

EQUIPTO, Div. Aurora Equipment Co., Aurora, III.

GRAPHIC Arts Mfg. Corp., 22 Franklin Ave., Clifton, N. J.

\*HAMILTON Mfg. Co., Two Rivers, Wis.
1 2 3 4 5 6 7 8 9 10

12 HAMMOND Machinery Builders, 1600 Douglas Ave., Kalamazoo 54, Mich.

HOBART Cabinet Co., Troy, Ohio 12 7 9 LINOTYPE Maintenance Co., 277 Broadway, New York 7

\*LUDLOW Typograph Co., 2032 Clybourn, Chicago 14 LUDWIG-Duell Co., 30 Beckman St., New York 7

LYON Metal Products, Inc., P.O. Box 671, Aurora, III. 12 3 4 6 7 9 11 MENDEZ Co., 30 Beekman St., New York

MIDWEST Matrix Mart, 633 Plymouth Court, Chicago

MILLER-Trojan Co., 1083 W. Main St., Troy, Ohio MONOMELT Co., 1611 Polk, N.E., Minneapolis 13

MONTGOMERY Co. Inc., P.O. 309, Towarda, Pa.

PETERSEN Mfg. Corp., 18 Sebage St., Clifton, N. J. RICH & McLean, Inc., 18 Jacob St., New York 18

1 2 3 4 5 6 7 8 9 10 12 13 14 15 16 17 ROUSE, H. B., & Co., 2214 N. Wayne, Chicago 14 STA-HI Corp., 1235 W. Washington, Whittier, Calif. STANDARD Pressed Steel Co., Box 740, Jenkintown, Po. 7 9 11 12 TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn 1 THOMPSON Cabinet Co., Lake St., Ludington, Mich. 1 2 4 5 6 7 8 9 10 12 14 15 THOMPSON Type Founders, 1414 S. Harwood, Dallas 1 1 2 3 1 2 3 WOOD, Alan, Steel Co., Penco Div., Oaks, Pa.

**CALENDARS AND CALENDAR PADS** 

ADVERTISING Calendar & Novelries Co., 309 Martin, Detroit 10
CLARK, Keith, Inc., Sidney, N.Y.
COLUMBIAN Art Works, 2300 W. Cornell, Milwaukee 9
DALTON Press, 921 Main St., Manson, Ia.
DOW, Louis F., Co., 2242 University, St. Paul 14, Minn.
EVER Ready Calendar Mfg. Co., 150 Bay, Jersey City 3
FLEMING Calendar Co., 6535 Cottage Grove, Chicago 37
GGES Lithographing Co., 42 W. 61st St., Chicago
HOOVER, Joseph, & Sons, Market & 49th, Philadelphia
KETERLINUS Litho. Mfg. Co., Primos, Pa.
KING, Albert R., & Co., 53 Park Pl., New York 7
OVAL & Koster, Inc., 700 W. Washington, Indianapolis
SHELTON Color Co., 16 Lafayette, Hackensack, N. J.
SULLIVAN Printing Works, 1055 Gilbert, Cincinnati, O.
VOELP, Harry K., Inc., 134 4th Ave., Pitrsburgh 22
WIEBUSH Calendar Importing Co., 80 Franklin St., New
York 13
WRAPTURE Inc., 133 32nd Ave., Flushing 54, N.Y. ADVERTISING Calendar & Novelties Co., 309 Martin,

### CALENDAR PUNCHING AND STRINGING MACHINES

★GRAEBER Stringing & Wiring Machine So., Div. New Era Mfg. Co., Box 400, Hawthorne, N. J.

### **CALENDAR SLIDES MACHINES** (see Tin Edging, Mounting Machines)

**CAMERA FLASHING LAMPS (see** Lamps—Camera and Exposure)

### CAMERAS

AMSTERDAM Cont'l. Types & Graphic Eqp., 268 4th Ave., New York 10
AURORA School of Photoengraving, Aurora, Mo.
BROWN, W. A., Mfg. Co., 608 S. Dearborn St., Chicago 5
BUKKE & James, 321 S. Wabash Ave., Chicago 6
★CHEMCO Photoproducts Co., Charles, Glen Cove, N.Y.



CONSOLIDATED International Equipment & Supply Co., 1030 W. Chicage Ave., Chicage 2.

DOUTHITT Corp., 680 E. Fort St., Detroit 26

GELB, Joseph, Co., 52 Arlington St., Newark 2, N. J.

GOODKIN, M. P., Co., 24 Beech St., Newark 2

GRAPHIC Arts Center, Inc., 207 W. Park Ave., State College, Pa.

GRAPHIC Arts Research Foundation, 112 W. Kinzie St., Chicage 10

\*HARRIS-Seybold Co., Div. of Harris-Intertype Corp., 4510 E. 71st 5t., Cleveland 5

\*KENRO Graphics, Inc., 25 Commerce St., Chatham, N.J.

LACEY-Luci Products Co., 31 Central Ave., Newark 2

\*LANSTON Monotype Co., Div. of Lanston Industries, Inc., 24th & Locust Sts., Philadelphia 1

LEYY, Max, & Co., Wayne & Barkley, Philadelphia 44

LITHOID, Inc., 232 Cleveland, Highland Park, N. J.

MILLER-Trojan Co., 1083 W. Main St., Troy, Ohio

PHILLIPS & Jacobs, 622 Race St., Philadelphia

PROCESS Camera & Equipment Co., 1153 W. Grand Ave., Chicage 22

EPRO Graphic Machines Inc., 180 Varick, New York 14

ROSERISON Photo-mechanix, Inc., 7440 Lewrence Ave., Chicage 31

\*\*ROYAL Zenith Corp., 180 Varick St., New York 14

ROBERTSON Photo-mechanix, Inc., 160 Varick, New York 14 Chicago 31 ACC Chicago 32 ACC Chicago 32

### CANS, SAFETY

1 Inflammable Liquids 2 Oily Waste or Wipers

AMERICAN Wood Type Mfg. Co., 42-25 9th St., Long Island City 1, N.Y.

CAPS, PAPER CUPS, MACHINES YOUNG Engineering Co., 2429 N. Sheffield, Chicago

CARBON INTERLEAVING EQUIPMENT ASHTON Press Mfg. Co., Ltd., 60 Beech St., Ottawa, Can. CARB-N-SET Business Forms, 3318 W. 2nd, Dayton 17 \*DIDDE-Glaser, Inc., 5. Highway & W. 12th Ave., Em-

\*DIDDE-Glaser, Inc., 5. Highway & W. 12th Ave., Emporia, Kan.

HAMILTON Tool Co., 909 Henover St., Hamilton, Ohio

HUNT, W. G., & Co., 119 N. Caledonia, Laurinburg, N. C.

KNIGHT Eng. & Machine Co., Clanton, Ala.

McADAMS, John, & Sons, 20 Knight St., Norwalk, Conn.

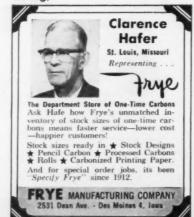
MENDES, J. Curry, Corp., I Curry Lane, Canton, Mass.

PIERCE Specialized Eqpt. Co., 350 Pensinsular Ave., San Mateo, Calif. \*SCHRIBER Mach. Co., 4900 Webster St., Dayton, Ohio

CARBONIZING—(Spot) For the Trade DOVEN Div., Appleton Machine Co., 618 S. Oneida St., Appleton, Wis. SPOT Carbon Products, 54 Lafayette St., New York 13 †TRANSKRIT Corp., 704 Broadway, New York 3

RANSKRI ORIGINAL HOT WAX SPOT CARBON Adaptable to any stock. Write for free samples. SUPPLIERS TO THE TRADE EXCLUSIVELY! TRANSKRIT 633 S. Plymouth Ct., Chicage 5 CORPORATION 704 Broadway, New York 3

**CARBON PAPER** (see Paper Index Listing)



**CARBON-PROCESSING MACHINES** 

ASHTON Press Mfg. Co., 1td., 60 Beech, Ottawa, Can. \*\*FRYE Mfg. Co., 231 Dean Ave., Des Moines, Ia. HAIDA Engineering Co., 3411 Vernon Blvd., Long Island City 1, N. Y. HAMILTON Tool Co., 900 Hanover St., Hamilton, Ohio MENDES, J. Curry, Corp., 1 Curry Lane, Canton, Mass. \*\*SCHRIBER Mach. Co., 4900 Webster St., Dayton, Ohio

CARBON TISSUE

\*CHEMCO Photoproducts, Charles St., Glen Cove, N.Y. NAGEL-Ryan Mfg. Co., 4363Woodward, Royal Oak, Mich. NATIONAL Steel & Copper Plate Co., 700 S. Clinton,

Chicage 7
NAZ-Der Co., 461 Milwaukee Ave., Chicage 10
SCHWEITZER, P. J., Inc., P.O. Box 35, Elizabeth, N. J.
UNDERWOOD Corp., 1 Park Ave., New York 16

### CARBON TISSUE LAYDOWN TRANSFER MACHINES

APPLETON Machine Co., Appleton, Wis.
CONSOLIDATED International Equipment & Supply Co.,
1930 W. Chicago Ave., Chicago 22
STANDARD Process Corp., 2704 W. Roscoe St., Chicago

CARBONS, ARC LAMP AMSTERDAM Continental, 268-276 Fourth, New York 10 ATLAS Electric Devices, 361 W. Superior St., Chicago 10

BRIDGEPORT Engravers Supply Co., Bridgeport 2, Conn. BROWN, W. A. Mfg. Co., 608 S. Dearborn 5t., Chicago 5 DAVIDSON Corp., Subs. of Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5
DCUTHITT Corp., 680 E. Fort St., Detroit 26
\*\*HARRIS-Seybold Co., Div. of Harris-Intertype Corp., 4510 E. 71st 5t., Cleveland 5
HUNT, Philip A., Co., Palisades Park, N. J.
\*\*\*MACBETH Arc Lamp Co., 141 Berkley St., Philadelphia MILLER-Trojan Co., 1083 W. Main St., Troy, Ohio NATIONAL Carbon Co., 30 E. 42nd St., New York 17
NAZ-Dar Co., 461 Milwaukee Ave., Chicago 10
\*\*NU-ARC, Inc., 824 S. Western Ave., Chicago PHILLIPS & Jacobs, 622 Race St., Philadelphia RYAN, E. G., Co., 727 S. Dearborn St., Chicago 5
\*\*SIEBOLD, J. H. & G. B., 150 Varick, New York 13
\*\*SINCLAIR & Valentine Co., 611 W. 129th, New York 27

CARD, INDEX, CUTTING MACHINES

\*LAWSON Co., Div. of MGD, Inc., 2011 Hastings St., Chicago 8 Chicago 8 SOUTHWORTH Machine Co., 30 Warren, Portland, Me. YOUNG Engineering Co., 2429 N. Sheffield, Chicago 14

### CASE, BOOK, MACHINES

1 Case Back Forming
2 Case Bending
3 Case Feeding
4 Case Making
5 Case Back Smoothing
2 3 4 5

1 2 3 4 5 AMSTERDAM Cont'l. Types & Graphic Equip., 268 4th Ave., New York 10

CRAWLEY Book Machinery Co., Newport, Ky. 1 2 3 4 5
\*DEXTER Co., Div. of MGD, Inc., 2011 W. Hastings St., Chicago 8

★SHERIDAN, T. W. & C. B., Co., 220 Church, New York 13 SMYTH Mfg. Co., 9 Sigourney St., Hartford 6, Conn.

STANDARD Paper Box Mach. Co., 476 Broome, New York STOLP-Gore, Inc., 710 W. Jackson Blvd., Chicago

CASING-IN MACHINES, BOOK

CONSOLIDATED International Equipment & Supply Co., 1030 W. Chicago Ave., Chicago 22

\*DEXTER Co., Div. of MGD, Inc., 2011 W. Hustings St., SMYTH Mfg. Co., 9 Sigourney St., Hartford 6, Conn.

CASTERS, LEAD AND RULE (see Composing Machines, Supplies)

CASTERS, STEREOTYPE METAL INGOTS

BELMONT Smelting & Refining Works, 330 Belmont Ave., Brooklyn 7 DIVISION Lead Co., 7742 W. 61st Place, Summit, III. MARKET Forge Co., 109 Garvey St., Everett 49, Mass. NOLAN Corp., 133 E. Dominick St., Rome, N.Y.

### CASTING BOXES, STEREOTYPERS

1 Curved Plate
2 Flat Plate
3 Vacuum
1 2 3
AMSTERDAM Cont'l. Types & Graphic Eqp., 268 4th
Ave., New York 10
GOSS Co., Div. of MGD, Inc., 5601 W. 31st St., Chicago
1 2 3
GRIFFITHS, John. Co. 415 Invitation New York GRIFFITHS, John, Co., 415 Lexington, New York 17 HAMMOND Machinery Builders, Inc., 1600 Douglas Ave., Kalamazoo 54, Mich.

HESS & Barker, 212 S. Darien St., Philadelphia 7 1 2 HOE, R., & Co., Inc., 910 E. 138th St., New York 1 2 3 MISSOURI-Central Type Foundry, 705 E. Murdock,

Wichita, Kan. NOLAN Corp., 1333 E. Dominick St., Rome, N.Y. OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, III.

SCOTT, Walter, & Co., Inc., 525 South, Plainfield, N. J. SHAW Machine & Tool Co., 1151 Temple, Los Angeles 12

STA-HI Corp., 1235 W. Washington, Whittier, Calif. \*WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa.

CASTING MACHINES, STEREOTYPE

CASTING MACHINES, STEREOTTPE
GOSS Co., Div. of MGD, Inc., 5601 W. 31st St., Chicago
HAMMOND Machinery Builders, Inc., 1600 Dougles
Ave., Kalamazoo 54, Mich.
NOLAN Corp., 1333 E. Dominick St., Rome, N.Y.
OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, Ill.
STA-HI Corp., 1235 W. Washington, Whittier, Calif.

CATALOG COVERING MACHINES \*SHERIDAN, T. W. & C. B., Co., 220 Church, New York 13

**CELLULOID TABBING MACHINES** NYGREN-Dahly Co., 1422 W. Altgeld St., Chicago TABER Instrument Corp., 111 Goundry St., N. Tone wanda, N.Y. CHASES

\*\*AMERICAN Steel Chase Co., 31-31 48th Ave., Long Island City 1, N.Y.

\*\*AMERICAN Type Founders, Inc., 200 Elmora Ave., Elizabeth B, N. J.

BAR-PLATE Mfg. Co., Boston Post Rd., Orange, Conn., BEARD Nwsprnt & Warehouse Co., 8761 Fulton, Detroit 9

BLATCHFORD Div., National Lead Co., 111 Broadway, New York

BLATCHFORD Div., National Lead Co., 111 Broadway, New York
FERGUSON, J. L. Co., P.O. Box 1196, Jeliet, III.
GOSS Co., Div. of MGD, Inc., 5601 W. 31st St., Chicago
GRIFFITHS, John, Co., 415 Lexington, New York 17
LANCE, Chester L., Co., 620 Browder St., Dallos 1
MISSOURI-Central Type Foundry, 705 E. Murdock,
Wichita, Kansas
PAYYER Printing Machine Works, 600 S. Broadway,
St. Louis

\*PRINTING Mchy. Co., 436 Commercial Sq., Cincinnati 2 SANDBLOM Steel Chase Co., 426 S. Clinton, Chicago 7

### CHEMICALS

1 Electrotyping
2 Gravure
3 Offset-Litho
4 Photo-engraving
1 2 3
4MSTERDAM Cont'l. Types & Graphic Eqp., Inc., 268
4th Ave., New York 10

AMERICAN Type Founders Co., 200 Elmora Ave., Eliza-beth B, N. J.

★ANCHOR Chemical Corp., 829 Bergen St., Brooklyn 38

\*ANSCO, General Aniline & Film Corp., Charles St., Binghamton, N.Y.

ATLANTIC Zinc Works, Inc., 210 Van Brunt St., Brooklyn BRADEN-Sutphin Ink Co., 3650 E. 93rd St., Cleveland

BURNISHINE Products Co., 8140 N. Ridgeway, Skokie, III.
2 3

CANADA Printing Ink Co., Box 265, Postal Station "N," Toronto, Ont., Can.

★CENTRAL Compounding Co., 1718 N. Damen, Chicago \*CHEMCO Photoproducts Co., Charles St., Glen Cove, N.Y. 2 3 4



CRAMER Dry Plate & Film Co., 1835 Shenandoah, St.

CRONITE Co., 88th St. & Hudson, North Bergen, N. J.

DAVIDSON Corp., Subs. of Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5
DOM, G. C., Supply Co., 424 Commercial Sq., Cincinnati 2
1 2 3 4
DOUTHITT Corp., 680 E. Fort St., Detroit 26

DOW Chemical Co., Midland, Mich.

DUPONT, E. I., de Nemours & Co., Photo Products Dept., 666 Driving Park, Rochester, N.Y.
★EASTMAN Kodak Co., 343 State St., Rochester 4, N.Y.

FISHER Scientific Co., 717 Forbes Ave., Pittsburgh 19 GAETJENS, Berger & Wirth, Inc., 35 York, Brooklyn 1

★GENERAL Printing Ink Co., Div. Sun Chemical Corp., 750 Third Ave., New York 17

\*HARRIS-Seybold Co., Div. of Harris-Intertype Corp., 4510 E. 71st St., Cleveland 5

HILL-Hentschel Co., 3928 Clayton Ave., St. Louis 10

HUNT, Philip A., Co., Palisades Park, N. J.

IMPERIAL Type Metal Co., 1800 S. 54th Ave., Chicago 50

\*INTERCHEMICAL Corp., Printing Ink Div., 67 W. 44th St., New York 19

JONES Graphic Products Co., 320 Broadway, S. E., Albuquerque, N. M.
2 3 4

★LITHO Chem. & Supply Co., 46 Harriet, Lynbrook, N.Y. \*LITHOPLATE, Inc., Subsid. of Harris-Intertype Corp., 278 N. Arden Dr., El Monte, Calif.

MALLINCKRODT Chemical Works, 2nd & Mallinckrodt Sts., St. Lauis 7

1 2 3 4 McKINLEY Litho Supply Co., 1623 John, Cincinnati 14 MERCK & Co., Inc., Rahway, N. J.

2 3 4

MERIX Chemical Co., 1021 E. 55th St., Chicago
2 3 4

MINNESOTA Mining & Mfg. Co., 900 Bush, St. Paul 6
3 MOORE Laboratories, 70 W. Montcalm, Detroit 1
3 4

NATIONAL Steel & Copper Plate Co., 700 S. Clinton, Chicago 7 Chicago 7
PHILLIPS & Jacobs, 622 Race St., Philadelphia
1 2 3 4

★PITMAN, Harold M., Co., 33rd St., & 51st, Chicago 50
2 3 4

Ad

Long

Ave.. nn. roit 9 way,

cago

lock.

way.

ati 2 go 7

268

liza-

38

yn

, 111

"N."

cago

ove,

, St.

Co.,

N.Y.

orp.,

50 44th lbu-N.Y.

orp.,

ON

St..

CHEMICALS EQUIPMENT SUPPLIES HAROLD M. PITMAN CO.

51st. AVE. AND 33RD ST. CHICAGO 50. ILL. 515 SECAUCUS ROAD EXT. SECAUCUS, N. J. BRANCHES: CLEVELAND & NEW YORK

POLYCHROME Corp., 2 Ashburton Ave., Yonkers 2, N.Y. RB&P Chemical & Supply, Inc., 1640 N. 31st, Milwaukee 8 ROBERTS & Porter, Inc., 555 W. Adams St., Chicago 6 ROGERS Isinglass & Glue Co., 219 Eastern Ave., Gloucester, Mass. 2 3 4
ROLLED Plate Metal Co., 210 Van Brunt St., Brooklyn 31 ★ROLL-O-Graphic Corp., 133 Prince St., New York 12 ★SIEBOLD, J. H. & G. B., 150 Varick, New York 13 3 ★SINCLAIR & Valentine Co., 611 W. 129th, New York 17 STANDARD Process Corp., 2704 W. Roscoe St., Chicago TEANECK Chemical Co., Carlstadt, N. J.
TEITELBAUM, N. Sons, 261 Grand Concourse, New York VARN Products Co., 26-15, 123rd St., Flushing 54, N.Y.

### CHUCKS (Non-returnable cores) PAPER ROLL

PAPER KOLL
DOVEN Div., Appleton Machine Co., 618 S. Oneida St.,
Appleton, Wis.
GOSS Co., Div. of MGD, Inc., 5601 W. 31st St., Chicago
PAPER Converting Machine Co., 2300 S. Askland, Green
Bay, Wis.
PAYYER Prig. Mach. Works, 600 S. Broadway, St. Lauis 2
STA-HI Corp., 6235 W. Washington, Whittier, Calif.
STA-HCOR Engineering Co., Salem, III.
VALLEY Mfg. Co., Valley, Neb.

### CLEANER, HAND

\*ANCHOR Chemical Co., 829 Bergen St., Brooklyn 38



SOLD BY AUTHORIZED ANCHOR DEALERS **EVERYWHERE** 

BRECK, John H., Inc., 115 Dwight, Springfield 3, Mass. BURNISHINE Products Co., 8140 N. Ridgeway Ave., Skokie, III. BRECK, John H., Inc., 115 Dwight, Springfield 3, Mass. BURNISHINE Products Co., 8140 N. Ridgeway Ave., Skokie, Ill.
CANADA Printing Ink Co., Box 265, Postal Station "N," Taronto, Ont., Can.
COLGATE-Palmolive, 105 Hudson St., Jersey City 2, N. J. DAVIDSON Corp., Subs. of Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5
DIVERSEY Corp., Industrial Maintenance Dept., 1820 Roscoe St., Chicago 13
DOLGE, C. B., Co., Westport, Conn.
DUDLEY, Konneth E., Box 806, Hagerstown, Md.
MERRITT Products Co., 1747 Chester Ave., Cleveland 14
MITTAG & Volger, Inc., Park Ridge, N. J.
OAKITE Products Inc., 32 Rector St., New York 6
RB & P. Chemical & Supply, 1640 N. 31st, Milwaukee & ROSCOE Laboratories, 367 Hudson Ave., Brooklyn 1
SCHULTZ Laboratories, 823 Arden St., Boone, Ia.
VARN Products Co., 26-15 123rd St., Flushing 54, N.Y.
WEST Disinfecting Co., 42-16 West, Long Island City, N.Y.

**CLEANER, NUMBERING MACHINES** (see Counters, Daters, Numbering Machines and Heads-Numbering Machines)

**CLEANER, PRINTING PRESS** 

\*ANCHOR Chemical Corp., 829 Bergen St., Brooklyn 38 ARC Litho Spec. Co., P.O. Box 666, Freeport, L. I., N.Y. BURNISHINE Products Co., 8140 N. Ridgeway Ave.,

BURNISHINE Products Co., 8149 N. Anageme, Stokie, III.

★CHALMERS Chemical Co., 123 Chestnut, Newark 5
DAVIDSON Corp., Subs. of Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5
DOW Chemical Co., Midland, Mich.
FEDERAL Mining & Mfg. Co., 22 Kearney, Jersey City 4
HILL-Hentschel Co., 3928 Clayton Ave., 5t. Louis 10
LINDEN Chemical Co., 523 15th St., Des Moines, Ia.
MERIX Chemical Co., 1021 E. 55th St., Chicage 11
NATIONAL Saw Sharpening Co., 316 E. Ohio, Indianapolis 4

NATIONAL Saw Sharpening Co., 316 E. Ohio, Indianapolis 4
NATIONAL Ultrasonic Corp., 111 Montgomery, Irvington 11, N. J.
OAKITE Products Inc., 32 Rector St., New York 6
OXY Dry Sprayer Corp., 1134 W. Montrose, Chicago 13
PAASCHE Airbrush Co., Div. Cline Electric Mfg. Co., 1905 Diversey Parkway, Chicago 14
PHILLIPS & Jacoys, 622 Race St., Philadelphia
SCHWARM & Jacobus Co., 1216 Jackson, Cincinnati 10
★SIEBOLD, J. H. & G. B., 150 Varick, New York 13
★SINCLAIR & Valentine Co., 611 W. 129th, New York 27
SUNNYSIDE Oil Co., 5530 N. Wolcott, Chicago 40
VARN Products Co., 26-15 123rd St., Flushing 54, N.Y.

### **CLEANING OUTFIT FOR PATENT BASE**

★ANCHOR Chemical Corp., Inc., 827 Bergen St., Brooklyn ★PRINTING Mchy. Co., 436 Commercial Sq., Cincinnati 2

### **COATING MACHINES (Cylinder-**

Roller), (Lacquer and Varnish)
BINGHAM'S, Sam'I, Son Mfg. Co.. 636 Sherman, Chicago
CHAMBERS Brothers Co.. 52nd & Media, Philadelphia
\*DEXTER Co., Div. of MGD, Inc., 2011 W. Hastings St.,

CHAMBERS Brothers Co., 52nd & Media, Philadelphia \*DEXTER Co., Div. of MGD, Inc., 2011 W. Hastings St., Chicago 8
DOVEN Machinery & Eng., 2706 W. Van Buren, Chicago MAIDA Engineering Co., 34-11 Vernon Blvd., Long Island City I, N.Y.
HOHWEILER Machinery & Engineering Co., 34 Lincoln Highway, Morrisville, Pa.
HOLLINGSWORTH, William, Machine Co., 227 Holliday St., Baltimore 2
HUDSON-Sharp Machine Co., Subsid. of Food Machy. & Chem. Corp., Green Bay, Wis.
\*\*LIDEAL Roller & Mfg. Co., 2512 W. 24th St., Chicago 8
INTA-ROTO Machine Co., P.O. Box 454, Richmond 3, Va.
KIDDER Press Co., Inc., Dover. N. H.
KNOWLTON, M. D., Co., 57 Clarissa, Rochester 4, N.Y.
KOHLER System Co., 159 E. Chicago Ave., Chicago 11
LITHOID, Inc., 232 Cleveland, Highland Park, N. J.
MOORE, Kenneth J., & Co., 1778 W. Estes, Chicago 26
NAZ-Dar Co., 461 Milwaukee Ave., Chicago 10
PAASCHE Airbrush Co., Div. Cline Electric Mfg. Co., 1905 Diversey Parkway, Chicago 14
POTDEVIN Machine Co., 226 North St., Teterboro, N. J.
REPRO Design & Equipment Co., Inc., 18 E. Sunrise Hwy., Freeport, L. I., N.Y.
ROSS, Charles & Son, Co., 148-156 Classon, Brooklyn
RUTHERFORD Machinery Co., Div. Sun Chemical Corp., 401 Central Ave., E. Rutherford, N. J.
STANDARD Process Corp., 2704 W. Roscoe, Chicago
UNITED States Rubber Co., 10 Engle St., Providence, R. I.
WALDRON, John, Corp., Box 791, New Brunswick, N. J.

### **COATING MACHINES (Wax and Hot** Melt-Thermoplastic)

Melt—Thermoplastic)

APPLETON Machine Co., Appleton, Wis.

HAIDA Eng. Co., 34-11 Vernon, Long Island City, N.Y.

HUDSON-Sharp Machine Co., Subsid. of Food Machy. &
Chem. Corp., Green Bay, Wis.

HUMPHREY Design & Mfg. Inc., 16343 Euclid, E. Clevland 12

INTA-ROTO Machine Co., P.O., Box 454, Richmond 3, Va.

INTERNATIONAL Peper Box Machine Co., 1201 Main
St., Nashua, N. H.

KNOWLTON, M. D., Co., 57 Clarissa, Rochester 4, N.Y.

KOHLER System Co., 159 E. Chicago Ave., Chicago 11

LITHOID Inc., 232 Cleveland, Highland Park, N. J.

MOORE, Kenneth J., & Co., 1778 W. Estes, Chicago 26

PAASCHE Airbrush Co., Div. Cline Electric Mfg. Co.,
1905 Diversey Parkway, Chicago 14

\*\*PACKER Mfg. Co., Green Bay, Wis.

POTDEVIN Machine Co., 226 North St., Teterboro, N. J.

REPRO Design & Equipment Co., Inc., 18 E. Sunrise Hwy.,
Freeport, L.I., N.Y.

STANDARD Process Corp., 2704 W. Roscoe, Chicago

WALDRON, John, Corp., P.O. Box 791, New Brunswick,
N. J.

**COLLATING, GATHERING EQUIPMENT** 

COLLATING, GATHERING EQUIPMENT
AMSTERDAM Continental, 268-276 Fourth, New York 10
ASHTON Press Mfg. Co. Ltd., 60 Beech St., Ottawa, Can.
BARKLEY & Dexter, 50 Frankfort St., Fitchburg, Mass.
CARB-N-SET Business Forms, 3318 W. 2nd, Duyton 17
COLLAMATIC Electric Collator, Wayne, N. J.
CONSOLIDATED International Equipment & Supply Co.,
1030 W. Chicaga Ave., Chicaga 22
\*DEXTER Co., Div. of MGD, Inc., 2011 W. Hastings St.,
Chicaga &
\*DIDDE-Glaser, Inc., S. Highway & W. 12th Ave., Emporia, Kan.
DOLLAHITE, K. J., Co., 106 W. 15th, Fort Worth, Tex.
DULLEY, Kenneth E., Co., Box 806, Hagerstown, Md.
DUTRO, Orville & Son, 117 W. 9th St., Los Angeles
EVANS Specialty Co., 407 N. Munford, Richmond 20, Va.
FRIDEN, Inc., San Leandro, Calif.
GANE Brothers & Lane, Inc., 1355 W. Lake St., Chicage 7

★GENERAL Printing Ink Co., Div. of Sun Chemical Corp., 10th St. & 44th Ave., Long Island City 1, N.Y. HAMILTON Tool Co., 900 Manover St., Hamilton, Ohio ★HARRIS-Seybold Co., Div. of Harris-Intertype Corp., -4510 E. 71st St., Cleveland 5 HARRISON, D. L., Co., P.O. Box &3, Dallas 2 HUNT, W. G., & Co., 119 N. Caledonie, Lourinburg, N. C. LLOYD Associates, Ltd., 15 William St., New York 5 LOW, John M., & Co., 205 W. Monroe St., Chicage MACEY Co., Sub. of Harris-Intertype Corp., 13835 Enterprise, Cleveland 35 MENDES, J. Curry, Corp., Industrial Park, New Bedford, Mass.

Mass. ★NEW Era Mfg. Co., Box 400, Hawthorne, N. J. NORTHERN Machine Works, 323 N. Fourth, Philadelphia ★PEARCE Development Co., 1606 E. 30th, Cleveland 14 PIERCE Specialized Equipment Co., 350 Peninsular Ave., San Mateo. Calif.

Som Moreo, Colff. \*ROSBACK, F. P., Co., 5th & Park, Benton Harbor, Mich, \$CHEINKER, Ilya, Mech. Eng., 35 Great Jones, New York \*SHERIDAN, T. W. & C. B., Co., 220 Church, New York 13 \*SCHRIBER Mach. Co., 4900 Webster 51., Dayton, Ohio

### Schriber Rotary Collators Key to form production profits!

Faster, more versatile. Engineered and built by specialists. Write or phone—

### SCHRIBER MACHINERY CO.

4900 Webster St. Dayton 4, Ohio Ph: CR 4-1164

UNITED Machine Co., P.O. Box 7098, Ft. Worth, Tex. UNIVERSAL Jogger Co., 322 S. Fourth St., Minneapolis 15 WADSWORTH Mfg. Co., P.O. Box 125, Wadsworth, Ohio WALDRON, John, Corp., Box 791, New Brunswick, N. J.

### **COLOR COMIC INKS (see Inks, Special)**

**COLOR FILTERS** 

AMSTERDAM Continental, 268-276 Fourth, New York 10 \*\*
\*DUPONT, E. I., de Nemours & Co., Photo Products Dept., 666 Driving Park, Rochester 13, N.Y.
\*\*
\*EASTIMAN Kodak Co., 343 State 5t., Rochester 4, N.Y.
NATIONAL Steel & Copper Plate Co., 700 S. Clinton, Chicago 7
\*\*
\*\*ROSCO Laboratories, 29 Moore St., Broaklyn 6
\*\*
WILLIAMS, Brown & Earle, 904 Chestnut, Philadelphia

**COLOR SEPARATION PROCESS** 

COLOR SEPARATION PROCESS

AMSTERDAM Continental, 268-276 Fourth, New York 10
ANDERSON, Paul, Mfg. Co., P.O. Box 6705, San Antonio 9
CRAFTINT Mfg. Co., 1615 Collamer Ave., Cleveland 10
GRAPHIC Arts Corp., 110 Ottawa St., Toledo, Ohio
LOGETRONICS Inc., 500 E. Monroe, Alexandria, Va.
MARK & Son, John G., 525 Broadway, New York 12
MERIX Chemical Co., 1021 E. 55th St., Chicago 11
OFFSET Printing Plate Co., 151 W. 19th St., New York
NELTON Color Corp., 16 Lafayette, Hackensack, N. J.
STAFFORD Engraving Co., 229 N. Penn, Indianapolis

**COLOR SYSTEMS** 

COLOR SYSTEMS
ALLCOLOR Co., 527 Fifth Ave., New York 17
\*ANSCO General Aniline & Film Corp., 42 Charles \$1.,
Binghamton, N.Y.
BOURGES Color Corp., 80 Fifth Ave., New York 11
COLORGRAPH Process Co., 241 E. Illinois St., Chicago
CRAFINT Mfg. Co., 1615 Collamer Ave., Cleveland 10
LOGETRONICS, Inc., 500 E. Monroe, Alexandria, Va.
MACBETH Corp., P.O. Box 950, Newburgh, N.Y.
MUNSELL Color Co., 10 E. Franklin St., Baltimore
STAFFORD Engraving Co., 229 N. Penn St., Indianapolis

### COMPOSING AND MAKEUP STICKS

★LUDLOW Typograph Co., 2032 Clybourn, Chicago 14 PITTSBURGH White Metal Co., 284 Hamilton, Brooklyn 31 ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chicago

### COMPOSING MACHINES, SUPPLIES

OMPOSING MACHINES, SUPPLIES

1 Casters, Lead, Rule, Strip & Base
2 Casters, Slug
3 Cleaners for Matrices
4 Cleaners for Plungers
5 Cleaners for Plungers
6 Contrast Matrices
7 Cross Rule Machines
8 Elrod Rule Bench
9 Gas Governors
10 Graphite and Graphited Oils
11 Keyboards
12 Liners, Extensible
13 Matrices
14 Mold Coolers
15 Monotype Storage Egpt.
16 Parts and Supplies
17 Perforators, Keyboard Tape
18 Saw, Odd-Measure
19 Slug Saw, Automatic
20 Slug Shears
21 Slug Surfacing Machines
22 Quadding Attachment, Automatic
23 Typesetting Machines
24 Type Casters
25 Typesetting Machines
26 Typesetting Machines
27 Typesetting Machines
28 Typesetting Machines
29 Typesetting Machines
20 Typesetting Tape
20 Wipers, Spaceband

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 AMSTERDAM Continental, 268-276 Fourth, New York 10 \*ANCHOR Chemical Corp., 829 Bergen St., Brooklyn 38



SOLD BY AUTHORIZED ANCHOR DEALERS **EVERYWHERE** 

\*BALTIMORE Type & Comp. Corp., 15 S. Frederick,

Baltimore
13
CORKPAK Co., Inc., 70 Argyle Ave., New Rochelle, N.Y.
13
DIXIE Type & Supply Co., 930 N. 6th, Birmingham, Ala.
16
DIXON, Joseph, Crucible Co., 167 Wayne, Jersey City
1 DOW Chemical Co., Midland, Mich.

3 4 5 EBONITE Chemical Co., 2300 28th Ave., San Francisco 16

\*FAIRCHILD Graphic Equip., Fairchild Dr., Plainview,

FRIDEN, Inc., San Leandro, Calif.

HAMMOND Machinery Builders, Inc., 1600 Douglas Ave., Kalamazoo, Mich

INDEPENDENT Electric Machinery Co., 300 Southwest Blvd., Kansas City 8, Mo.

\*INTERTYPE Co., Div. of Harris-Intertype Corp., 360
Furman St., Brooklyn 2
13 14 16 22

\*\*ENTERTYPE Corp. P. Inc. 1228 Marris Clive Pd. N.E.

\*KELLER, George R., Inc., 1228 Mount Olive Rd. N.E., Washington, D.C.

### George R. Keller

Incorporated

Suppliers to the

GRAPHIC ARTS

Washington, D. C. Baltimore, Md. Charlotte, N. C.

L & W SERVICE Co., 501 Bullocks Point, Riverside, R. I. \*LANSTON Monotype Co., 24th & Locust, Philadelphia 1 13 15 16 17 23 24 25 LEES, Hervey, 212 N. Chevy Chase, Glendale 6, Calif. LINOTAPE Products Co., 1460 Corona St., Denver 18 LINOTYPE Maintenance Co., 277 Broadway, New York 7 23 24 LITHOID Inc., 232 Cleveland, Highland Park, N. J. \*LUDLOW Typograph Co., 2032 Clybourn, Chicago 14 1 2 23 13 25 16 20 21 MATRIX Contrast Corp., 154 W. 14th St., New York 11 ★MERGENTHALER Linotype Co., 29 Ryerson, Brooklyn 5 2 12 13 14 16 28 25 26 28 MIDWEST Matrix Mart, 633 Plymouth Court, Chicago 5 13 MODERN Matrix Co., Grantsburg, Wis. MOHR Line Saw Co., 8015 N. Ridgeway, Skokie, III. MONOMELT Co., Inc., 1611 Polk, N.E., Minneapolis 13 MONTGOMERY Co., Inc., P.O. Box 309, Towanda, Pa. 16 MORRISON Co., 125 W. Melvina St., Milwaukee 12 18 PAPER Manufacturers Co., 9800 Bustleton Ave., Phila-delphia 15



1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 RICH & McLean, Inc., 18 Jacob St., New York 18 3 4 24 14 16 ROSS-AD Seal, Inc., 738 Lord St., Indianapolis 2 13 ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chicago 14 SERVWELL Products Co., 6541 Euclid Ave., Cleveland 3 STAR Parts, Inc., 2 S. Main St., So. Hackensack, N. J. 3 4 5 9 10 11 13 14 16 22 24 SUPERIOR Flake Graphite Co., 33 S. Clark, Chicago 3

\*UNIVERSAL Mono-Tabular Corp., 715 N. Central Expressway, Richardson, Tex. WALLIN Printers Supply Co., 309 S. 13th, Omaha, Neb. WIEBKING Engraving Co., 113 W. Newport, Chicago 13

### CONTINUOUS TRIMMERS, BOOK AND MAGAZINE

APPLETON Machine Co., Appleton, Wis.

\*DEXTER Co., Div. of MGD, Inc., 2011 W. Hastings St.,
Chicago 8 Chicago 8

\*\*HARRIS-Seybold Co., Div. of Harris-Intertype Corp.,
4510 E. 71st St., Cleveland 5

HOOSIER Tarpaulin & Canvas Goods Co., Inc., 1302 W.
Washington St., Indianapolis 6

\*\*LAWSON Co., Div. of MGD, Inc., 2011 Hastings St., \*\*ALAWSUN Co., Str. of Harris-Intertype Corp., 13835 Chicago 8 MACEY Co., subsid. of Harris-Intertype Corp., 13835 Enterprise, Cleveland 35 \*\*SHERIDAN, T. W. & C. B., Co., 220 Church, New York 13 SMYTH Mfa. Co., 9 Sigourney St., Hartford 6, Conn. ★TURNER Printing Machinery Inc., 6510 Euclid, Cleveland

### CONVERSION EQUIPMENT

(Letterpress to Offset) DIRECT Image Offset Corp., 1740 Ridge, Evanston, III. \*LUDLOW Typograph Co., 2032 N. Clybourn, Chicago 14

CONVEYORS (also see Trucks)

CONVEYORS (also see Trucks)

BALEMASTER Div., of East Chicago Machine Tool Corp.,
4801 Railroad Ava., East Chicago, Ind.

\*CHESHIRE, Inc., 1644 N. Honore \$1, Chicago 22

CLINE Electric Mfg. Co., 3405 W. 47th \$1, Chicago 22

CUTLER-Hammer, Inc., 315 N. 12th \$1, Milwaukee 1

GENERAL Research & Supply, 527 S. Division \$1, Grand
Rapids, Mich.

GFFORD-Wood Co., 1 Hudson Ave., Hudson, N.Y.
HANSON-VanWinkle-Munning, Church \$1, Matawan, N.J.

HERBERT Products, Inc., 180 Linden Ave., Westbury, N.Y.

JAMPOI, Co., 728 61st \$1, Brooklyn

LAMSON Corp., 250 Lamson \$1, Syracuse 1, N.Y.

LINK-Belt Co., Prudential Plaza, Chicago 9

MARKET Forge Co., 109 Garvey \$1, Everett 49, Mass.

NEW London Eng. Co., 1700 Division, New London, Wis.
PAASCHE Airbrush Co., Div. Cline Electric Mfg. Co.,
1905 Diversey Parkway, Chicago 14

RICHARDS-Wilcox Mfg. Co., Aurora, III.

### **COOLING TABLES**

\*CHEMCO Photoproducts Co., Charles St., Glen Cove, N.Y. OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, III. PHILLIPS & Jacobs, 622 Race St., Philadelphia

### COPPERPLATE PRINTING EQUIPMENT AND SUPPLIES

CRONITE Co., 88th & Hudson, North Bergen, N. J. #IDEAL Roller & Mfg. Co., 2512 W. 24th St., Chicago PHILLIPS & Jacobs, 622 Race St., Philadelphia #SINCLAIR & Valentine Co., 611 W. 129th, New York 27 SNYDER, W. H., Co., 88 Walker St., New York 13

### **COPY-FITTING SYSTEMS**

(see Gauges, Testing Instruments)

### CORDS AND TASSELS, TYING

HELMUS, G., & Sons, Inc., 648 Broadway, New York 7 McLAUGHLIN, Wm. J., & Co., 256-70 S. 23rd, Philodelphia PAYYER Prg. Mach. Works, 600 S. Broadway, 5t. Louis 2 STANDARD Tag Co., 65 Dunne St., New York 7

### COUNTERS, DATERS, NUMBERING **MACHINES AND HEADS**

- ounter and Marker ounters, Folding Machine ounters, Paper Pad ounters, Press

- 1 Counter and Marker
  2 Counters, Folding Machine
  3 Counters, Paper Pad
  4 Counters, Press
  5 Daters
  6 Numbering Machines
  7 Numbering Machines
  8 Paging and Numbering Machines, Bindery
  9 Rotary Numbering Heads
  1 2 3 4 5 6 7 8 9
  8 AMERICAN Numbering Machine Co., Atlantic & Shepherd
  Aves, Brooklyn 8 5 6 8 9 5 6

8 9

1 2 3 4 5 6 7 8 9 \*\*ANCHOR Chemical Corp., 829 Bergen St., Brooklyn 38



★ Denotes Directory Advertiser—see Ad Index for Page Number of Ad

SOLD BY AUTHORIZED ANCHOR DEALERS **EVERYWHERE** 

ARNOLD Numbering Machine Works, 434 S. Wabash,

ATLAS Numbering Mach. Service, 270 Lafayette, New York BATES Mfg. Co., 30 Vesey St., New York 7 \*BEALL, Jack, Vertical Service, 641 S. Dearborn, Chicago

CORKPAK Co., Inc., 70 Argyle Ave., New Rochelle, N. Y. COUNTER & Control Corp., 5225 W. Electric, Milwaukee CRAFTSMEN Machinery Co., 75 W. Dedham, Boston 10

DAVIDSON Corp., subs. of Mergenthaler Linetype Co., 29 Ryerson St., Brooklyn 5

DURANT Mfg. Co., 1929 N. Buffum St., Milwaukee 1 FERGUSON, J. L., Co., P.O., Box 1226, Joliet, III. \*FORCE, Wm. A., & Co., Inc., 216 Nichols, Brooklyn 8

FROST Associates, 213 E. 25th St., Baltimore 18

HELLER Roberts Mfg. Co., 6151 Carnegie, Cleveland 3 HICKOK, W. O., Mfg. Co., Box 423, Harrisburg, Pa.

HOOLE Machine & Engraving Works, 30 Main, Brooklyn KINGSLEY Machine Co., 850 Cahuenga Blvd., Hollywood 38. Calif LINDEN Chemical Products Co., 523 15th, Des Moines 14 MATTHEWS, James H., & Co., 3814 Forbes St., Pittsburgh MAXSON Automatic Mchy. Co., 98 Granite, Westerly, R.I.

MEISEL Press Mfg. Co., 944 Dorchester Ave., Boston 25 MELIND, Louis, Co., 3524 N. Clark St., Chicago 13

MUNRO, W. L., 401 Broadway, New York 13

NATIONAL Ultrasonic Corp., 111 Montgomery, Irvington 11, N. J.

OAKITE Products, Inc., 32 Rector St., New York 6

PITNEY-Bowes, Inc., 757 Pacific Ave., Stamford, Conn.

PRODUCTION Instrument Co., 704 W. Jackson, Chicago 6 REDINGTON, F. B., Co., 112 S. Sangamon St., Chicago 7 SUNNYSIDE Oil Co., 5530 N. Wolcott, Chicago 40

★SUPER Speed Printing Machinery Co., 1712 E. 27th St., Cleveland 14 2 4 6

VARN Products Co., 26-15 123rd St., Flushing 54, N.Y.

VEEDER-Root, Inc., Sargent & Garden, Hartford 2, Conn.

\*WETTER Numbering Machine Co., Atlantic & Logan, Brooklyn 8 6 7

Numbering equipment for all standard and special flat bed, and rotary presses; Sol-Dor cleaning machine and fluid, lubricates as it cleans.

WEILER NUMBERING MACHINE CO.

d

sh.

190

Y.

iĥ

1.5

ton

0 6

St.,

**COUPLERS, BELT AND TAPE** 

CLIPPER Belt Lacer Co., 974 Front, N.W., Grand Rapids 2. Mich. 2, Mich.
CORKPAK Co., Inc., 70 Argyle Ave., New Rochelle, N.Y.
★SIEBOLD, J. H. & G. B., 150 Varick, New York 13

**COVERS, ALL KINDS** 

COVERS, ALL KINDS
AMERICAN Beauty Cover Co., P.O., 1249, Dellas 21
BEAVERITE Products, Inc., Beaver Falls, N.Y.
BROCK & Rankin, 4501 W. 16th St., Chicago 23
BURKHARDT Co., 2817 W. Fort, Detroit 16
DOW, Louis F., Co., 2242 University, St. Poul 14, Minn.
DURAND Mfg. Co., 939 W. 35th St., Chicago 9
HOOSIER Tarpaulin & Canvos Goods Co., Inc., 1302 W.
Washington St., Indianapolis 6
MICHELMAN, E. B., Co., 412 6th Ave., New York 11
SMITH, S. K., Co., 2857 N. Western Ave., Chicago
STANDARD Mechanical Bindings Co., 1100 W. 3rd Ave.,
Columbus, Ohio

Columbus Ohio

### CREASING, CRIMPING, SCALLOPING AND SCORING MACHINES

1 Creasing and Scoring
2 Crimping
3 Scalloping
4 Scoring
1 Z 3 4
BURKHARDT Co., 3817 W. Fort, Detroit 16, Mich.
CHICAGO Box Machine Works, 1810 W. Grand Ave.,
Chicago 22

\*HEIDELBERG Eastern, Inc., 73-45 Woodlawn, Glendale 27, L. I., N.Y.

HOOPER, F. X., Co., Inc., Glen Arm, Md.

JACQUES, John, & Son, 93 Webster St., Worcester, Mass. LESTER & Wasley Co., Inc., 513 N. Main, Norwich, Conn.

\*MILLER Printing Mchy. Co., 1117 Reedsdale, Pitts-

NT REPORT NAME OF THE PROPERTY OF THE PROPERTY

★PEARCE Development Co., 1606 E. 30th, Cleveland 14

PIERCE Specialized Eqp. Co., 350 Peninsular Ave., San Mateo, Calif.

ROBINSON, John T., Co., 1476 River, Hyde Park, Mass.

1 XROSBACK, F. P., Co., 5th & Park, Benton Harbor, Mich.
1 2 4
STANDARD Paper Box Mach. Co., 476 Broome, New York
1 2 3 4
\*\*TURNER Printing Machinery, 6510 Euclid, Cleveland 3

### **CURVED PLATE SHAVERS, PROVERS,** REFORMERS, etc.

COTTRELL Co., Sub. of Harris-Intertype Corp., Box 515, Westerly, R. I.
GOSS Co., Div. of MGD, Inc., 5601 W. 31st St., Chicago #HARRIS-Seybold Co., Div. of Harris-Intertype Corp., 4510 E. 71st St., Cleveland 5 HOE, R., & Co., Inc., 910 E. 138th St., New York OSTRANDER-Saymour Co., 1710 N. 25th, Melrose Park, Ill. WOOD Newspaper Mchy. Corp., 501 Fifth, New York 17

### **CUT STORAGE FILE**

COT STOKAGE PILE
BARGER Box & Printing Corp., 1513 Lusher, Elkhart, Ind.
\*\*CHALLENGE Machinery Co., Grand Haven, Mich.
DANDY Storage File Co., Wausau, Wis.
EQUIPTO, Div., Aurora Equipment Co., Aurora, III.
FOSTER Mfg. Co., 13th & Cherry Sts., Philadelphia
GRAPHIC Arts Mfg. Corp., 22 Franklin, Clifton, N. J.
\*\*HAMILTON Mfg. Co., Two Rivers, Wis.
LYON Metal Products, P.O. Box 671, Aurora, III.
MAYVILLE Metal Products Co., Mayville, Wis.
THOMPSON Cabinet Co., Ludington, Mich.

CUTTERS—LEAD, RULE, SLUG (also see

Paper Cutters, Roll Leaf Cutters)

\*AMERICAN Steel Chase Co., 3131 48th, Long Island
City 1, N.Y.

CONSOLIDATED Photo Engravers Equipment Co., 1112

N. Homan Ave., Chicago

HELMOLD, J. F., & Bro., 1462 W. Shokespeare, Chicago 14

PAYYER Prig. Mach. Works, 600 S. Broadway, 51. Louis 2

\*RICHARDS, J. A., Co., 903 N. Pitcher St., Kalamazoo
13F, Mich.

ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chicago
TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn

# **CUTTING AND CREASING PRESSES,**

PLATEN & Kluge, Inc., 653 Gaultier, St. Paul, Minn. & CHAMPLAIN Co., Harrison Ave., Roseland, N. J. & CHANDLER & Price Co., 6000 Carnegie, Cleveland 3 EVER Rendy Machinists, Inc., 137 W. 19th, New York 11 & MILLER Printing Mchy. Co., 1117 Reedsdale, Pittsburgh & PACKER Mfg. Co., Inc., Green Bay, Wis.
THOMSON-National Press Co., Dean Ave., Franklin, Mass.

### **CUTTING-OFF MACHINES, CURVED** STEREOTYPE PLATES

GOSS Co., Div. of MGD, Inc., 5601 W. 31st St., Chicago HOE, R., & Co., Inc., 910 E. 138th St., New York 54

### CYLINDER, FLEXOGRAPHIC, MAKING FOR THE TRADE

FLORENCE Pipe Foundry & Machine Co., Florence, N. J. INTA-Roto Machine Co., P.O. Box 454, Richmond 3, Va.

### CYLINDER GRINDING AND POLISHING **EQUIPMENT, GRAVURE**

CONSOLIDATED International Equipment & Supply Co., 1030 W. Chicago Ave., Chicago 22 HANSON-VanWinkle-Munning, Church St., Matawan, N.J. HOE, R., & Co., Inc., 910 E. 138th St., New York 54 x10EAL Roller & Mfg. Co., 2512 W. 24th St., Chicago & INTA-Roto Machine Co., P.O. Box 454, Richmond 3, Vo. NAGEL-Ryan Mfg. Co., 4363 Woodward, Royal Oak, Mich.

Mich. ROSS, Charles & Son, Co., 148-156 Classon, Brooklyn STANDARD Process Corp., 2704 W. Roscoe St., Chicago

### CYLINDER MAKING EQUIPMENT

AMSTERDAM Continental, 268-276 Fourth, New York 10 CONSOLIDATED International Equipment & Supply Co., 1030 W. Chicago Ave., Chicago 22 LITHOID Inc., 232 Cleveland, Highland Park, N. J.

### CYLINDER MARKING MACHINES, ROTOGRAVURE

HOE, R., & Co., Inc., 910 E. 138th St., New York 54 INTA-Roto Machine Co., P.O. Box 454, Richmond 3, Va.

### CYLINDER PLATING AND POLISHING, **GRAVURE, FOR THE TRADE**

AMSTERDAM Continental, 268-276 Fourth, New York 10 ELECTRO-Coatings, Inc., 1662 W. Fullerton, Chicago 14 GRAVURE Process Co., 4179 W. Belmont Ave., Chicago 41 HANSON-Van Winkle-Munning, Church St., Matawan,

N. J.

N. J.

INTA-Roto Machine Co., P.O. Box 454, Richmond 3, Va.

MUNNING & Munning, Inc., 202 Emmet, Newark 5, N. J.

STANDARD Process Corp., 2704 W. Roscoe St., Chicago

### CYLINDER, ROTARY AND PLATEN PRESS DRAWSHEETS AND TYMPANS

(also see Blankets)

Blankets, Embossing, Felt
Drawsheets and Tympans, Paper, Commercial
(Also see Paper Index)
Drawsheets, Newspaper
4 Jackets and Tympans other than Paper
5 Underpacking
2 3 4 5

1 2 3 4 5 BAR-Plate Mfg. Co., Boston Post Rd., Orange, Conn. 4

CARBORUNDUM Co., Niagara Falls, N.Y.

CORKPAK Co., Inc., 70 Argyle Ave., New Rochelle, N.Y.

1 2 3 4 5

\*\*CROMWELL Paper Co., 4801 S. Whipple St., Chicage

2 DISSTON, Henry, Div., H. K. Porter Co., Inc., Unruh &

Milnor Sts., Philadelphia 35

Milnor Sts., Philadelphia 35

★GOODYEAR Tire & Rubber Co., Printers' Supplies Sales Dept., P.O. Box 801, New Bedford, Mass.

2 3 4 5

GOSS Co., Div. of MGD, Inc., 5601 W. 31st St., Chicago 3 4

HOE, R., & Co., Inc., 910 E. 138th St., New York 3 4

MARSHALL Sales & Export Corp., 220 S. 16th St., Philadelphia

3 4 5 \*MINNESOTA Mining & Mfg. Co., 900 Bush, St. Paul 6

★RAPID Roller Co., 2558 S. Federal St., Chicago 16

TEITELBAUM, N. Sons, 261 Grand Concourse, New York TINGUE, Brown & Co., 1765 Carter, New York 57 1 2 3 4 5 TRIPLET Gauge 14, Vanderwater St., New York 7

UNION Carbide Plastics Co., Div. of Union Carbide Corp., 30 E. 42nd St., New York

### CYLINDER, SLEEVE AND PLATE MAKING, GRAVURE, FOR THE TRADE

BECK Engraving Co., 7th & Sansome Sts., Philadelphia FLORENCE Pipe Foundry & Machine Co., Florence, N. J. GRAVURE Engraving Corp., 709 Main St., Holyoke, Mass. GRAVURE Process Co., 4179 Belmont Ave., Chicago 41 INTAGLIO Service Corp., 305 E. 46th St., New York 17 INTA-Roto Machine Co., P.O. Box 454, Richmond 3, Va. VIKING Engraving Corp., 1432 N. Grant, Columbus 1, O.

### CYLINDERS, SLEEVES AND PLATES (Gravure)

EDES Manufacturing Company, Plymouth, Mass. ELECTRO-Coatings, Inc., 1662 W. Fullerton, Chicago 14 FLORENCE Pipe Foundry & Machine Co., Florence, N. J. HUSSEY & Co., C. G., 2590 Second Ave., Pittsburgh INTA-Roto Machine Co., P.O. Box 454, Richmond 3. Va.

NAGEL-Ryon Mfg. Co., 4363 Woodward Ave., Royal Oak, STANDARD Process Corp., 2704 W. Roscoe St., Chicago

### CYLINDERS, STEEL, LETTERPRESS

1 Grooved 2 Honey-combed

1 2 COTTRELL Co., Sub. of Harris-Intertype Corp., Box 515, Westerly, R. I.

FLORENCE Pipe Foundry & Machine Co., Florence, N. J. HESS & Barker, 212 S. Darien St., Philadelphia

HOE, R., & Co., Inc., 910 E. 138th St., New York \*\*PRINTING Machinery Co., 436 Commercial, Cincinnati

★WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa.

★WESTERN Prtg. Mchy. Co., 3519 N. Spaulding, Chicago



### DAMPENING AIDS, OFFSET-LITHO

DAMPENING AIDS, OFFSET-LITHO

★ANCHOR Chemical Corp., 829 Bergen St., Brooklyn 38
DAHLGREN Mfg. Co., 4515 Cole Ave., Dallas 5
DAVIDSON Corp., Subs. of Mergenthaler Linotype Co.,
29 Ryerson St., Brooklyn 5
★ELINT Ink Corp., 2516 Clark Ave., Detroit 9
★GEGENHEIMER, Wm., 80 Reebling St., Brooklyn 1
★IDEAL Roller & Mfg. Co., 2512 W. 24th St., Chicago 8
★INTERCHEMICAL Corp., Printing Ink Div., 67 W. 44th
St., New York 19
INTERNATIONAL Press Cleaner, 112 Hamilton, Cleveland
McKINLEY Litho Supply Co., 1623 John St., Cincinnati
MERIX Chemical Co., 1021 E. 55th St., Chicago 11
★SIEBOLD, J. H. & G. B., 130 Varick, New York 13
★SINCLAIR & Valentine Co., 611 W. 129th, New York 27

### DAMPENING ROLLER COVER

DAMPENING ROLLER COVER
BINGHAM's, Sam'l, Son Mfg. Co., 636 Sherman, Chicago
CORKPAK Co., Inc., 70 Argle, New Rochelle, N.Y.
DAVIDSON Corp., Subs. of Mergenthaler Linotype Co.,
29 Ryerson St., Brooklyn 5
FOTOPLATE Co., 34 Oxford St., Newark 5
GODFREY Roller Co., 211 N. Camac St., Philadelphia
\*IDEAL Roller & Mfg. Co., 2512 W. 24th St., Chicago 8
\*INTERCHEMICAL Corp., Printing Ink Div., 67 W. 44th
St., New York 19
JOMAC, Inc., 6128 N. Woodstock St., Philadelphia
\*LITHOPLATE, Inc., Subsid. of Harris-Intertype Corp.,
278 Arden Dr., El Monte, Calif.
\*\*RAPID Roller Co., 2558 S. Federal St., Chicago 16
\*\*RROLL-O-Graphic Corp., 133 Prince, New York 12

### IMPORTED 3-PLY TRIMOL DAMPENER COVERS FOR

all offset presses

ROLL-O-GRAPHIC CORP. 133 PRINCE ST , N.Y., GRamercy 5-8760

★SIEBOLD, J. H. & G. B., 150 Varick, New York 13 ★SINCLAIR & Valentine Co., 611 W. 129th, New York 27

### DARK ROOM EQUIPMENT (see also

Lamps—Camera and Exposure)

Lamps—Camera and Exposure)

BAR-Plate Mfg. Co., Boston Post Rd., Orange, Conn.
BRIDGEPORT Engravers Supply Co., Bridgeport, Conn.
BROWN, W. A., Mfg. Co., 608 S. Dearborn St., Chicago S.
\*\*CHEMCO Photoproducts Co., Charles, Glen Cove, N.Y.
CONSOLIDATED International Equipment & Supply Co.,
1030 W. Chicago Ave., Chicago 22

DOUTHITT Corp., 680 E. Fort St., Detroit 26
\*\*£ASTMAN Kedok Co., 343 State St., Rochester 4, N.Y.
GOODKIN, M. P., Co., 112 Arlington, Newark 2
\*\*\*HAMILTON Mfg. Co., Two Rivers, Wis.
\*\*\*HARRIS-Seybold Co., Div. of Harris-Intertype Corp.,
4510 E. 71st St., Cleveland 5

KELLOGG, Div. American Brake Shoe Co., 99 Humboldt
St., Rochester 9, N.Y.

\*\*LANSTON Monetype Co., Div. of Lanston Industries,
Inc., 24th & Locust Sts., Philadelphia 1

LEEDAL, Inc., 232 Cleveland, Highland Park, N. J.
MACBETH Corp., P.O. Box 350, Newburgh, N.Y.
MILLER-Trojan Co., 1083 W. Mein St., Trey, Ohio
NAZ-Dar Co., 461 Milwaukee Ave., Chicago 10
\*\*NUCLEAR Products Co., 10173 E. Rush St., El Monte, Calif.
PHILLIPS & Jacobs, 622 Race St., Philadelphia
ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave.,
Chicago 31
SULLEBARGER, E. T., Co., 114 Liberty St., New York 6
WILLIAMS, Brown & Earle, 904 Chestnut, Philadelphia 7
\*\*\*ZARKIN Mechine Co., 34-19 10th, Long Island City 6,
N.Y.

### **DECKLE-EDGING MACHINES**

HEATH Die Co., 382 Lafayette St., New York 3 LESTER & Wesley Co., 513 N. Main, Nerwich, Cenn.

### DEEP ETCH METHODS, OFFSET LITHO, AND SUPPLIES

1 Methods 2 Supplies 2

\*ANCHOR Chemical Corp., Inc., 829 Bergen St., Brooklyn BRIDGEPORT Engravers Supply Co., Bridgeport 2, Conn.

CANADA Printing Ink Co., Box 265, Postal Station "N," Toronto 14, Ont., Can. 2
★CHEMCO Photoproducts Co., Charles, Glen Cove, N.Y.

CONSOLIDATED International Equipment & Supply Co., 1030 W. Chicago Ave., Chicago 22
CORKPAK Co., Inc., 70 Argyle Ave., New Rochelle, N.Y. DOM, G. C., Supply Co., 424 Commercial Sq., Cincinnati 2

DOW Chemical Co., Midland, Mich.

\*FLINT Ink Corp., 2546 Ave., Detroit 9

GAETJENS, Berger & Wirth, 35 York St., Brooklyn

\*GENERAL Printing Ink Co., Div. Sun Chemical Corp., 750 Third St., New York 17

AHARRIS-Seybold Co., Div. of Harris-Intertype Corp., 4510 E. 71st St., Cleveland 5

HILL-Henschel Co., 3928 Clayton Ave., St. Louis 10

\*INTERCHEMICAL Corp., Printing Ink Div., 67 W. 44th

LE PAGE'S, Inc., Gloucester, Mass.

\*LITHO Chemical & Supply Co., 46 Harriet Pl., Lynbrook, N.Y.

IT 2 LITMOID, Inc., 232 Cleveland, Highland Park, N. J. \*LITMOPLATE, Inc., subsid. of Harris-Intertype Corp., 278 Arden Dr., El Monte, Calif. McKINLEY Litho Supply Co., 1623 John St., Cincinnati

PHILLIPS & Jacobs, 622 Race St., Philadelphia 6

\*PITMAN, Hurold M., Co., 515 Secaucus, Secaucus, N. J. RB & P Chem. & Supply, 1640 N. 31st St., Milwaukee 8 RB & P Chem. a Joppin, 12 1 2 ROBERTS & Porter, Inc., 555 W. Adams St., Chicago 6

ROGERS Isinglass & Glue Co., 210 Eastern Ave., Glou-cester, Mass.

★SIEBOLD, J. H. & G. B., 150 Varick, New York 13

\*SINCLAIR & Valentine Co., 611 W. 129th, New York 27 \*WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa. ★ZARKIN Machine Co., 34-19 10th, Long Island City 6,

### **DELIVERIES, PRESS**

1 Deliveries, Automatic Pile
2 Deliveries, Extension
3 Deliveries, Press to Bronzer
1 2 3
COTTRELL Co., Sub. of Harris-Intertype Corp., Box 515,
Westerly, R. I.
2 COTTRELL Co., Sub. of Harris-Intertype Corp., Box 515,

CUTLER-Hammer, Inc., 315 N. 12th St., Milwaukee 1 \*DEXTER Co., Div. of MGD, Inc., 2011 Hastings, Chicago

HAMILTON Tool Co., 900 Hanover, Hamilton, Ohio

HEATH Die Co., 382 Lafayette St., New York 3 HICKOK, W. O., Mfg. Co., 423 Harrisburg, Pa.

HUDSON-Sharp Machine Co., Subsid. of Food Machy. & Chem. Corp., Green Bay, Wis.

MAXSON Auto. Mchy. Co., 98 Granite, Westerly, R. I. MEISEL Press Mfg. Co., 944 Dorchester, Boston 25

\*MIEHLE Co., Div. of MGD Inc., 2011 Hastings, Chicago ★PECK, James 1., 47 High St., West Orange, N. J.

RATHBUN & Bird Co., 379 W. Broadway, New York 12 SPECIALTY Automatic Machine Co., 88 Gerrish Ave., Chelsea 50, Mass.

★TURNER Printing Machinery, 6510 Euclid, Cleveland 3 UNITED Machine Co., P.O. Box 7098, Ft. Worth, Tex.

### **DEVELOPING TROUGHS AND SINKS**

BROWN Coating Eapt. Co., Wellston, Ohio
BROWN, W. A., Mfg. Co., 608 S. Dearborn St., Chicago 5
BURKE & James, 321 S. Wabosh Ave., Chicago 4
\*\*CHEMCO Photoproducts Co., Charles, Glen Cove, N.Y.
DOUTHITT Corp., 680 E. Fort St., Detroit 26
GOODKIN, M. P., Ce., 112 Arlington St., Newark
GRAPHIC Arts Center, Inc., 207 W. Park Ave., State
College, Pa.
\*\*HAMILTON Mfg. Co., Two Rivers, Wis.
LEEDAL, Inc., 2929 S. Halsted St., Chicago 8

McKINLEY Litho Supply Co., 1623-39 John St., Cincinneti MILLER-Trojan Co., Inc., 1083 W. Main St., Trey, Ohio & PITMAN, Harold M., Co., 515 Secaucus, Secaucus, N. J. PRENCO Engineering Corp., 6435 N. Central, Chicago & ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave., Chicago 31 Machinery Co., Div. Sun Chemical Corp., 401 Central Ave., E. Rutherford, N. J.
U.S. Stoneware Co., 60 E. 42nd St., New York 17 WILLIAMS, Brown & Earle, 904 Chestnut, Philadelphia & ZARKIN Machine Co., 34-19 10th, Long Island City, N.Y.

### DIAPHRAGMS, CAMERA

DIAPHRAGMS, CAMERA

★CHEMCO Photoproducts Co., Charles, Glen Cove, N.Y.
CONSOLIDATED International Equipment & Supply Co.,
1030 W. Chicage Ave., Chicage 22
DOUTHIT Corp., 680 E. Fort St., Detroit 26
LITHOID, Inc., 232 Cleveland, Highland Park, N. J.
MANMATTAN Rubber Mfg. Div., Manhattan, Inc., 61 Willet St., Passaic, N. J.
ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave.,
Chicage 31
UNITED States Rubber, Inc., 1230 Sixth, New York 20

### DIAPHRAGM CONTROLS

AMSTERDAM CON'I Types & Graphic Eqp. Inc., 268
4th Ave., New York 10
BRISTOL Co., P.O. Box 1790, Waterbury 20, Conn.
BROWN, W. A. Mfg. Co., 608 S. Dearborn St., Chicago 5
CONSOLIDATED International Equipment & Supply Co.,
1030 W. Chicago Ave., Chicago 22
DOUTHITT Corp., 680 E. Fort St., Detroit 26
NATIONAL Steel & Copper Plate Co., 700 S. Clinton,
Chicago 7

Chicago 7
POWERS Regulator Co., 3400 Oakton, Skokie, III.
REEVES Brothers Inc., Industrial Products Div., 1071 6th
Ave., New York
ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave.,
Chicago 31
VULCAN Rubber Products, Inc., 58th & 1st, Brooklyn 20
\*\*WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa.

### **DICTIONARIES**

FUNK & Wagnalls, 153 E. 24th St., New York 10 MERRIAM, G. & C., Co., 47 Federal, Springfield 2, Mass.

### **DIE-CUTTING LUMBER**

(see Wood, Blocking, etc.)

### **DIE-CUTTING MACHINES**

1 Hollow Dies 2 Upright

1 2 ALTAIR Machinery Corp., 55 Vandam St., New York

FREMONT Tool & Die Co., 432 N. Wood, Fremont, Ohio \*HARRIS-Seybold Co., Div. Harris-Intertype Corp., 4510 E. 71st St., Cleveland 5

HOBBS Mfg. Co., 26 Salisbury St., Worcester, Mass.

HOLLINGSWORTH, William, Machine Co., 227 Holliday

\*LAWSON Co., Div. of MGD, Inc., 2011 Hastings St.,

\*PRINTING Machinery Co., 436 Commercial, Cincinnati 2 \*SHERIDAN, T. W. & C. B., Co., 220 Church St., New York 13

UNITED Shoe Machinery Corp., 140 Federal, Boston 7

### DIE-CUTTING PRESSES

DIE-CUTTING PRESSES

ARTISTIC Die Mfg. Co., 2306 W. 8th St., Cincinnati 4
\*\*PRANDTJEN & Kluge, Inc., 633 Gaultier, St. Paul, Minn.
\*\*CHAMPLAIN Co., Harrison Ave., Roseland, N. J.
\*\*CHAMPLER & Price Co., 6000 Carnegie, Cleveland 3
\*\*HARRIS-Seybold Co., Div. Harris-Intertype Corp., 4510
E. 71st St., Cleveland 5
\*\*HEIDELBERG Eastern, Inc., 73-45 Woodhaven Blvd.,
Glendale 27, L. I., N.Y.
HOBBS Mfg. Co., 26 Solisbury St., Worcester, Mass.
\*\*LAWSON, E. P., Co., 426 W. 33rd St., New York 1
\*\*MILLER Prig. Mchy. Co., 1117 Reedsdale, Pittsburgh 33
\*\*PACKER Mfg. Co., Green Bay, Wis.
\*\*PRINTING Materials Corp., 336 Hudson, New York 1
\*\*SMITH & Winchester Mfg. Co., So. Windham, Conn.
STANDARD Paper Box Mach. Co., 476 Broome, New York
\*\*THOMSON-National Press Co., Dean, Franklin, Mass.
\*\*TIRFING Printing Machinery, Inc., 400 Delancey, Newark

### **DIE-HEATERS** (for Hot Embossing and Smashing)

ACME Electric Heating Co., 1217 Washington, Boston 10 GANE Brothers & Lane, Inc., 1355 W. Lake St., Chicago 7 THOMSON-National Press Co., Dean, Franklin, Mass.

### **DIE-MAKING MATERIALS**

### (also see Rule)

Cork Composition
Cork-Rubber Composition
Rubber, Sponge
Rule, Brass
Rule, Brass
Steel Rule Cutters

1 2 3 4 5 6 ACCURATE Steel Rule Die Mfrs., 22 W. 21st, New York 10 2 3 5
AMERICAN Fabricators, 22 W. 21st St., New York 10
BAR-PLATE Mfg. Co., Boston Post Road, Orange, Conn.
CORKPAK Co., Inc., 70 Argyle Ave., New Rochelle, N.Y. GOODRICH, B. F., Industrial Products Co., 500 S. Main St., Akron 18, Ohio HALE, Frank D., 64 Tonnele Ave., Jersey City 6, N. J.

HELMOLD, J. F., & Bro., 1462 Shakespeare, Chicago 14

5 6

5 14 Jackson, New York 5 MARKEL Rubber Products Inc., 514 Jackson, New York 55 1 2 3 5 ★RICHARDS, J. A., Co., 903 N. Pitcher St., Kalamazoo

1 2 3 SIMONDS Saw & Steel Co., 470 Main, Fitchburg, Mass. ★WILSOLITE Corp., 1827 Niagara St., Buffalo 7

### DIES-MAKERS OF

Bookbinders
Bross
Cutting
Cutting & Embossing (one time)
Electronic sealing
Embossing
Hollow
Steel rule—steel

7 Hollow 8 Steel rule—stock 9 Steel rule—to order 2 3 4 5 6 7 8 9 AA-1 Steel Rule Die Service, 538 S. Dearborn, Chicago 5

ACCURATE Steel Rule Die Mfrs., 22 W. 21st, New York 10

1 4 7 8 9

AMERICAN Fabricators, 22 W. 21st St., New York 10

1 2 4 7 8 9

ALVIN Co., 215 W. 20th St., New York 11

1 2

ARTISTIC Die Mfg. Co., 2306 W. 8th 51, Cincinnati 4

BENNET & McPHIE, Ltd., 1230 Dundas St. E., Toronto, Ont., Con.

CONSOLIDATED Engravers, 656 Broadway, New York CUTWELL Steel Rule Die Co., 285 Lafayette, New York 12

DORSEY Printers & Supply Co., 125 Pontotoc Ave., Memphis, Tenn. FREEDMAN Die Cutters, Inc., 128 Lafayette, New York 12 FREMONT Tool & Die Co., 432 N. Wood St., Fremont, Ohio

G.B.C. Die and Mfg. Co., 812 W. Belmont, Chicago 14 GENERAL Binding Corp., 1101 Skokie Hwy., Northbrook,

1 2 HALE, Frank D., 64 Tonnele Ave., Jersey City 6, N. J. HEATH Die Co., 382 Lafayette St., New York 3
1 2 4 7 8 9
HOOLE Machine & Engraving Co., 30 Mein St., Brooklyn
NDEPENDENT Die & Supply Co., 2641 LaSalle, St. Louis 4
3 5 KNITTEL, P. J., Engraving Shop, 217 E. 8th St., Cin-

cinnati 2 NATIONAL Die Co., 247 Centre St., New York 13 PAPKE, Wm. & Son, 434 St., Cincinnati 2 PRECISION Steel Rule Die Co., 419 Broome, New York 13

REEVE Electronics, Inc., 609 W. Lake St., Chicago 6

\*RICHARDS, J. A. & Co., 903 N. Pitcher St., Kalamazoo
13, Mich.

D

D

13, Mich.

SMITH, Basil L., System, 1016 Cherry, Philadelphia
SCHMIDT, Geo. T., Inc., 4100 N. Revenswood, Chicago 13 SCHULTZ, E. C. & Co., 712 Federal St., Chicage 5
1
2
4
UNITED Shoe Machinery Cerp., 140 Federal, Boston, Mass.

DIES, STEEL RULE (see Dies-Makers of)

### **DIE-STAMPING PRESSES AND ROLL LEAF HOT STAMPING ATTACHMENTS**

1 Die-Stamping Presses 2 Roll Leaf Hot Stamping ACKERMAN Gould Co., Box 188, Oceanside, L. 1., N.Y.

ALTAIR Machinery Corp., 55 Vandam St., New York 2 COE, W. H., Mfg. Co., 5414 W. Madson, Chicago ★COUGHLIN Mfg. Co., 697-699 E. 132nd St., New York

FRANKLIN Mfg. Corp., 692 Pleasant, Norwood, Mass.

GRIFFIN, Campbell, Hayes, Walsh, Inc., 50 E. 21st St., New York 10 1 2

KINGSLEY Machine Co., 850 Cahuenga, Hollywood 38,

MARKEM Machine Co., 150 Congress St., Keene, N. H.

MATTHEWS, James H., & Co., 3814 Forbes St., Pittsburgh OLSEN-Mark Corp., 124 White St., New York

PEERLESS Roll Leaf Company Inc., 4511 New York Ave., Union City, N. J. 1 2 ROOYERS Bros., Inc., 3611 14th Ave., Brooklyn

ST. LOUIS Button, 415 Lucas, St. Louis

Ad

10

lain

55

5

rk 12

k 12

ook.

is 4

Cin-

13

NTS

York

1 St..

ION

10

STANDARD Machinery Co., Mystic, Conn.

WYNN Mfg. Co., 7th & Green, Philadelphia 23

### **DIE-STAMPING PRESSES, STEEL DIE** PRINTING AND EMBOSSING, COPPERPLATE PRESSES, SUPPLIES

CRONITE Co., 88th & Hudson, North Bergen, N. J. ECKER, Will, & Co., 414 N. 12th, St. Louis 1 LEE, Clint W., Co., 501 E. Pine St., Seattle 22 OLNEY Machine Works, 4841 Rising Sun, Philadel OLSEN-Mark Cerp., 124 White St., New York 13 ROOVERS Bros., Inc., 3611 14th Ave., Brooklyn

**DIPLOMAS AND DIPLOMA BLANKS** 

GOES Lithographing Co., 42 W. 61st St., Chicago 21 LEE, Clint W., Co., 501 E. Pine St., Seattle 22 MICHELMAN, E. B., Co., 412 6th Ave., New York 11 OVAL & Koster, Inc., 700 W. Washington, Indianapo

### **DIRECT PROJECTION MACHINE** (see Cylinder Making Equipment)

### DISTRIBUTOR ROLLERS,

RECIPROCATING (Vibrators)

ACME Printing Appliance Co., 9455 Seymour Ave.,
Schiller Park, III.
BINGHAM'S, Sam'I, Son Mfg. Co., 636 Sherman St.,
Chicago 5 Chicago 5
DAVIDSON Corp., Subs. of Mergenthaler Linetype Co.,
29 Ryerson St., Brooklyn 5

DOCTOR BLADE, GRINDING MACHINES HANCHETT Mfg. Co., 906 N. State, Big Rapids, Mich. \*HARRIS-Seybold Co., 4510 E. 71st St., Cleveland 5 LEHMANN, J. M., Co., 568 New York, Lyndburst, N. J. STANDARD Process Corp., 2704 W. Roscoe 51., Chicago

DOLLIES, PAPER ROLL
CLINE Electric Mfg. Co., 3405 W. 47th, Chicago
FRANKLIN, Bernard, Co., 4045 Torresdale, Philadelphia
GOSS Co., Div. of MGD, Inc., 5601 W. 31st St., Chicago
KOHLER System Co., 159 E. Chicago Ave., Chicago II
LEWIS-Shepard Products, Inc., 125 Walnut, Watertown
12 More.

12, Mass.
MARKET Forge Co., 30 Garvey St., Everett, Mass.
NUTTING Truck & Caster Co., Inc., 1201 W. Division St.,
Faribault, Minn.

### **DOUBLE ROLLING DEVICE (Miehle** Vertical)

\*BEALL, Jack, Vertical Service, 641 S. Dearborn, Chi CORPAK Co., 70 Argyle Ave., New Rochelle, N.Y. FARNSWORTH, John, Bourse Bldg., Philadelphia 6 WIEGAND, E. L., Co., 7500 Thomas, Pirtsburgh 8

DRAWSHEETS AND TYMPANS, CYLIN-**DER, ROTARY AND PLATEN PRESS** (see Cylinder, Rotary and Platen **Press Drawsheets and Tympans)** 

**DRIERS** (see Ink Driers)

DRILLING AND SLOTTING EQUIPMENT BERRY Machine Co., 716 N. First St., St. Louis 2 BLACK & Decker Mfg. Co., Towson 4, Md. BOICE-Crane Co., 930 N. Central Ave., Toledo 6, Ohio ★CHALLENGE Mchy. Co., Grand Haven, Mich.



### for MOST COMPLETE LINE of PAPER DRILLS

See your local Challenge Dealer

\*HARRIS-Seybold Co., Div. of Harris-Intertype Corp., 4510 E. 71st 5s., Cleveland 5 JONES, James H., Co., 808 W. Washington, Chicago LASSCO Products, Inc., 485 Hague St., Rochester 6, N.Y.

\*LAWSON Co., Div. of MGD, Inc., 2011 Hastings St., Chicago 8 MICK, Walter, K., Co., 500 Robert, N., St. Paul 1, Minn. MULLER, Ches. A., Co., 153 Lafryette St., New York NYGREN-Dahly Co., Inc., 1422 W. Ahgeld, Chicago PIONEER Mfg. Co., 1130 Nebraska Ave., Toledo 2, Ohio SOUTHWORTH Machine Co., 30 Warren, Portland, Me. \*SUPER Speed Printing Machinery, Inc., 1712 B. 27th Str., Claveland 14 \*TURNER Printing Mchy., Inc., 6510 Euclid, Cleveland WALLIN Printers Supply Co., 309 S. 13th, Omaha, Neb.

### DROSS SIFTER

MONOMELT Co., Inc., 1611 Polk, N.E., Minneapolis 13

### **DRY PLATE NEGATIVE MATERIALS**

\*CHEMCO Photoproducts Co., Charles, Glen Cove, N.Y. CRAMER Dry Plate & Film Co., 1835 Shenandoah, St.

Louis 4.

CONSOLIDATED Hammer Dry Plate & Film Co., 2711
Miami St., St. Louis 18
\*EASTMAN Kodak Co., Rochester 4, N.Y.
PHILLIPS & Jacobs, 622 Race St., Philadelphia
WILLIAMS, Brown & Earle, 904 Chestnut, Philadelphia

### DRYING CABINETS

1 Negatives & Prints
2 Matrix (Stereotype)
3 Proofs
1 2 3
AMSTERDAM Cont'l. Types & Graphic Eqp., Inc., 268 4th
Ave., New York 10

\*CHALLENGE Mchy. Co., First St., Grand Haven, Mich.

3 DAVIDSON Corp., Subsid. of Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5

DOUTHITT Corp., 680 E. Fort St., Detroit 26

1 FAIRBANKS Co., 393 Lafayette St., New York 3 GRAPHIC Arts Mfg. Corp., 22 Franklin Ave., Clifton, N. J. 2 3 HAMMOND Machinery Builders, Inc., 1600 Douglas Ave., Kalamazoo, Mich.

HERBERT Products Inc., 180 Linden Ave., Westbury, N.Y.
1 2 3
MASTER Etching Machine Co., Inc., 127 Greenwood Ave.,
Wyncote, Pa.

★PECK, James I., 47 High St., W. Orange, N. J. 3 PHILLIPS & Jacobs, 622 Race St., Philadelphia

SIMPLEX Specialty Co., Inc., 116 W. 14th, New York

WILLIAMS, Brown & Earle, 904 Chestnut, Philadelphia \*VANDERCOOK & Sons, Inc., 3601 W. Touhy, Chicago 45

### **DUPLICATORS AND SUPPLIES**

\*AMERICAN Type Founders Co., 200 Elmora Ave., Elizabeth, N. J.
DITTO, Inc., 6800 McCormick Rd., Chicago 45
GENERAL Binding Corp., 1101 Skokie Hwy., Northbrook,

III. STANDARD Duplicating Machine Corp., 1935 Parkway, Everett, Mass. VARN Products Co., 2615 123rd St., Flushing 54, N.Y.



### EASELS, CARDBOARD

ALVIN Co., 215 W. 20th St., New York 11 CONTINENTAL Can Co., 10 Main St., Kensington, Conn. FREEDMAN Die Cutters, Inc., 281 Lafayette, New York 12 LANSKY Die Cutting Co., 473 President, Brooklyn 15

### **EDITION MARKERS, NEWSPAPER**

GOSS Co., Div. of MGD, Inc., 5601 W. 31st St., Chicago

### **EJECTOR PRESS PUNCHES**

ACCURATE Steel Rule Die Mfrs., 22 W. 21st, New York 10 AMERICAN Fabricators, 22 W. 21st St., New York 10 DUDLEY, Kennesh E., Co., Box 806, Hagerstewn, Md. HELMOLD, J. F., & Bros., 1462 W. Shokespeare Ave., Chicago 14 MARKEL Rubber Products Inc., 514 Jackson, New York 55 \*RICHARDS, J. A., Co., 903 N. Pitcher St., Kalamazoo 13F, Mich.
TRIUMPH Equip. Engineers, 6506 Walker St., Minneapolis

### **ELECTRIC EYE REGISTER CONTROL**

ELECTRIC EYE REGISTER CONTROL

BECK, Chas, Machine Corp., 44 Church Road, King of Prussia, Pa.

\*\*CAMERON Machine Co., 61 Popular St., Brooklyn 2

\*\*CHAMPLAIN Co., Harrison Ave., Roseland, N. J.

CLINE Electric Mrg. Co., 3405 W. 47th St., Chicage

ELECTRIC Eye Equip. Co., 1930 E. Fairchild, Danville, III.

GENERAL Electric Co., 1 River Rd., Schenectady 5, N.Y.

POTDEVIN Machine Co., 226 North St., Teterbore, N. J.

SMITH & Winchester Mrg. Co., South Windham, Cann.

WESTINGHOUSE Electric Co., E. Pittsburgh, Pa.

### **ELECTRICITY GENERATORS**

ALIIS-CHALMERS Mfg. Co., 1127 S. 70th St., Milwaukee 2 CATERPILLAR Tractor Co., Poorie, III. GENERAL Electric Co., 1 River Rd., Schenectady S, N.Y. HANSON-YanWinkle-Munning, Church St., Matawan, N.J. KATO Engineering Co., Mankato, Minn. RELIANCE Electric & Eng. Co., 1088 Ivanhoe, Cleveland

### **ELECTRIC NEUTRALIZERS**

(see Static Eliminators)

### **ELECTRONIC MOTOR CONTROLS**

ALIEN-BRADIEY Co., 136 W. Greenfield, Milwaukee CLINE Electric Mfg. Co., 3405 W. 47th St., Chicage CUTLER-Hammer, Inc., 315 N. 12th St., Milwaukee ELECTRON Equipment Corp., Box 229, S. Pasadene, Calif. GENERAL Electric Co., 1 River Rd., Schenectedy S, N.Y. GENERAL Redio Co., Baker Ave., W. Concord, Mass. RELIANCE Electric & Eng. Co., 1088 Ivanhoe, Cleveland

### **ELECTROTYPE BEARERS**

\*AMERICAN Steel Chase Co., 31-31 48th Ave., Long Island City, N.Y.
MONOMELT Co., Inc., 1611 Polk, N.E., Minneapolis 13
OSTRANDER-Saymour Co., 1710 N. 25th, Melrose Park, Ill.
PRINTERS Supply Service, 719 S. Dearborn St., Chicage

### **ELECTROTYPERS' PLATING EQUIPMENT**

HANSON-VanWinkle-Munning, Church St., Matawan, N.J. MUNNING & Munning Inc., 202 Emmet, Newark S, N. J. OSTRANDER-Saymour Co., 1710 N. 25th, Melrose Park, III. PRENCO Engineering Corp., 6435 N. Central, Chicago 46

### **ELEVATORS, PAPER HANDLING**

(Tiering Machines)

(Tiering Machines)
AUTOMATIC Transportation Co., Div. of Yale & Towne
Mfg. Co., 101 W. 87th St., Chicage
AUTOQUIP Corp., 1140 S. Washtenaw, Chicage 12
CLINE Electric Mfg. Co., 3405 W. 47th St., Chicage
EASTON Car & Construction Co., Easton, Pa.
ECONOMY Engineering Co., 4511 W. Lake St., Chicage
IINK-Balt Company, Prudential Plaza, Chicage 1
LEWIS-Shepard Products Inc., 125 Walnut, Watertown 12,
Mass.

Mass.
MARKET Forge Co., 109 Garvey St., Everett 49, Mass.
MARKET Forge Co., 109 Garvey St., Everett 49, Mass.
PAASCHE Airbrush Co., 1909 Diversey, Chicago 14
REVOLVATOR Co., 2000 86th St., North Bergen, N.Y.
ROTARY Lift Co., 1034 Kansas St., Memphis, Tenn.
SOUTHWORTH Machine Co., 30 Warren, Portland, Me.

### EMBOSSING FOR THE TRADE

FAIR Publishing House, Schauss Ave., Norwalk, Ohio HAWKEYE Bindery Co., 815 Park St., Des Moines 14, Ic. HESS & Young, 1118 N. 3rd St., Philadelphia 23 KNITTEL, P. J., Engraving Shop, 217 E. 8th St., Cincinnati LANSKY Die Cutting Co., 473 President, Brooklyn 15 LITHOGRAPHERS Finishing Co., 635 W. 54th 51., New York 19

### **EMBOSSING MACHINES, ROLLER** (Eggshelling, Pebbling, Roughing

(Eggshelling, Pebbling, Roughing and Stippling)
ACKERMAN Gould Co., Box 188, Oceanside, L. I., N.Y.
CAVAGNARO, John J., 5th & Essex Sts., Harrison, N. J.
HUDSON-Sharp Machine Co., Sobsid. of Food Machy. & Chem. Corp., Green Bey, Wis.
INTA-Roto Machine Co., Box 454, Richmond, Va.
KNOWLTON, M. D., Co., Rochester, N.Y.
KOHLER System Co., 159 E. Chicago Ave., Chicago 11
PAPER Converting Machine Co., 2300 S. Ashland, Green Bay, Wis.
RUTHERFORD Machinery Co., Div. Sun Chemical Corp., 401 Central Ave., E. Rutherford, N. J.
SANDY Hill Iron & Brass Works, 27 Allen St., Hudson Falls, N.Y.
WALDRON, John, Corp., Box 791, New Brunswick, N. J.

# EMBOSSING MACHINES, ROLLER,

ROLLS (Embossing Cylinders)
BINGHAM'S, Sam'l, Sons Mfg. Co., 636 Sherman St.,
Chicago 5
HUDSON-Sharp Machine Co., Subsid. of Food Machy. &
Chem. Corp., Green Bay, Wis.
INTA-Roto Machine Co., P.O. Box 454, Richmond 3, Va.
SANDY Hill Iron & Brass Works, 27 Allen, Hudson Falls,
N.Y. N.Y. STONE, Thos. & George M., 502 Mulberry, Newark 5, N.J.

### **EMBOSSING MACHINES, UPRIGHT**

CRAFTSMEN Machinery Co., 75 W. Dedham St., Boston EMBOSSOGRAPH Carp. of America, 38 W. 21st St., New Yark 10
FRANKLIN Mfg. Corp., 692 Pleasant, Norwood, Mass.
PAPER Converting Machine Co., 2300 S. Ashland, Green Bay, Wis. ★SHERIDAN, T. W. & C. B., Co., 220 Church, New York 13

### EMPLOYMENT SERVICE

\*GRAPHIC Arts Employment Service, 307 E. 4th St., Cincinnati 2

### ENGRAVED STATIONERY FOR TRADE

ANTIOCH Bookplate Co., Yellow Springs, Ohio BROWN Engraving Co., 322 Sixth, 5., Nashville, Tenn. ECKER, Will, & Co., 414 N. 12th St., St. Louis 1 MANHATTAN Announcement Co., 140 W. 22nd, New York

MORGAN Engraving Co., 1833 Levee St., Dallas 7 \*\*NATIONAL Engraving Co., 807 S. 20th, Birmin

# FREE WALL AND COUNTER DISPLAYS TO SELL Genuine ENGRAVED

LETTERHEADS - FREE PROOF \$10 POR

WED. ANNOUNCEMENTS 40# VEL. \$50 FOR ENGRAVED DIE SHIPPED WITH EACH ORDER. DEALER NAME EMBOSSED FREE ON FLAP INSIDE WED. ENVELOPE.

WRITE FOR YOUR FREE DISPLAYS TODAY

SAMPLE BOOKS ... HANDSOME BOUND, FOR WEDDING ANNOUNCEMENTS OR LETTERHEADS ONLY \$3 (REPUNDED AFTER \$20 IN SALES).

AMERICA'S LARGEST ENGRAVER

NATIONAL ENGRAVING CO. 807 So. 20th St., Birmingham, Ala.

SIEGRIST Engraving Co., 924 Oak, Kansas City 42, Mo. STAUDER Engraving Co., 4130 Belmont Ave., Chicago

### **ENGRAVING MACHINES FOR** METAL, BANK NOTES, etc.

AMSTERDAM Cont'l. Types & Graphic Eqp., Inc., 268
4th Ave., New York 10
4CHEMCO Photoproducts Co., Charles, Glen Cove, N.Y.
CONSOLIDATED International Equipment & Supply Co.,
1030 W. Chicago Ave., Chicago 22
CRONITE Co., 88th & Hudson, North Bergen, N. J.

### **ENGRAVING MACHINES (Plastic Plates)**

CONSOLIDATED International Equipment & Supply Co., 1030 W. Chicago Ave., Chicago 22
\*\*FAIRCHILD Graphic Equip. Div., Fairchild Camera & Instrument Corp., Fairchild Drive, Plainview, N.Y.

### **ENGRAVING PANTAGRAPH (Wood)**

OLSEN-Mark Corp., 124 White St., New York 13 STONE, Thos. & George M., 502 Mulberry, Newark 5

### **ENVELOPE MAKING MACHINES**

ETV PLOFE MAKING MACHINES
HUMPHREY Design & Mfg., 16343 Euclid, E. Cleveland &
LESTER & Wasley Co., Inc., 513 N. Main, Norwich, Conn.
MODRE, Kenneth J., & Co., 1778 W. Estes Ave., Chicago
APEARCE Development Co., 1606 E. 30th, Cleveland 14
SMITHE, F. L., Co., 633 W. 44th St., New York
STANDARD Duplicating Machines Corp., 1935 Revere
Beach P'kw'y, Everett 49, Mass.
STAUDE, E. G. Div., 850 Ladd Rd., Walled Loke, Detroit, Mich.

### **ENVELOPE MANUFACTURERS** (see Paper Listings)

### **ENVELOPE OPENERS**

★CHESHIRE, Inc., 1644 N. Honore St., Chicago 22 FRIDEN, Inc., San Leandre, Calif. PITNEY-Bowes, Inc., 757 Pacific St., Stamford, Conn.

### **ENVELOPE SEALING MACHINES**

ENVELUPE SEALING MACHINES

AMSCO Packaging Mchy. Co., 31-31 48th Ave., Long
Island City, N.Y.

BETTER Packages, Inc., Shelton, Conn.

FRIDEN, Inc., San Leandro, Calif.

PITNEY-Bowes, Inc., 757 Pacific 5t., Stamford, Conn.

SEAL-O-Martic Dispenser Corp., 169 Murray St., Newark

STANDARD Duplicating Machines Corp., 1935 Pkwy.,

Everett 49, Mass.

### **ESTIMATING GUIDES**

- Ink Consumption Job Printing Cost
- Job Printmy
  Report
  Type Conversion Rules
  Ca., 233 Spring

BALDWIN Paper Co., 233 Spring St., New York

HOCH, Fred W., Associates, Inc., 461 Eighth, New York 1 1 2 4 PORTE Publishing Co., P.O. Bex 143, Salt Lake City 6

SEAL-O-MATIC Dispenser Corp., 169 Merray, Newark 5 ★SINCLAIR & Valentine, 611 W. 129th St., New York

### **ETCHES, STEEL and COPPER PLATE**

CRONITE Co., 88th & Hudson, North Bergen, N. J. ECKER, Will, & Co., 414 N. 12th, St. Louis 1 NATIONAL Steel & Copper Plate Co., 700 S. Clinton, Chicage 7
PHILLIPS & Jacobs, 622 Race St., Philadelphia 6
VARN Products Co., 26-15 123rd St., Flushing 54, N.Y.

### **ETCHING MACHINES**

ETCHING MACHINES

AMSTERDAM Continentel, 268-274 Fourth, New York 10
AURORA School of Photoengraving, Aurora, Mo.
BRIDGEPORT Engravers Supply Co., 30 Grand, Bridgeport, Conn.
BROWN, W. A., Mfg. Co., 2035 Charleston, Chicago 47
\*CHEMCO Photoproducts Co., Charles, Glen Cove, N.Y.
CRONITE Co., 88th & Hudson, North Bergen, N. J.
DIRATS Photo Plate Co., 181 Notre Dame, Westfield, Mass.
DOUTHITT Corp., 680 E. Fort St., Detroit 26
EMBOSSOGRAPH Corp., 38 W. 21st St., New York 10
HOE, R., & Co., 910 E. 138th St., New York 54
HOLMSTROM, Axel, Etching Machines, 321 Walnut St.,
Philadelphia
MASTER Etching Machine Co., 127 Greenwood, Wyncote.

Philadelphia MASTER Etching Machine Co., 127 Greenwood, Wyncote,

NATIONAL Steel & Copper Plate Co., 700 S. Clinton, Chicago 7
OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, Ill.
PHILLIPS & Jacobs, 622 Race St., Philadelphia
ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave.,

Chicago 31 SULLEBARGER, E. T., Co., 114 Liberty St., New York 6 TASOPE Co., Aurora, Mo. U.S. Stoneware Co., 60 E. 42nd St., New York 17

### **ETCHING MACHINES for MARKING**

IDEAL Industries, Inc., 5065 Park Ave., Sycamore, III.

### **EXHAUST SYSTEMS**

DE VILBISS Co., 300 Phillips Ave., Toledo, Ohio PAASCHE Airbrush Co., Div. Cline Electric Mfg. Co., 1905 Diversey Pkwy., Chicago 14

### **EYELETTING, BRASS**

FREEDMAN Die Cutters, Inc., 281 Lafayette, New York 12 STANDARD Tag Co., 65 Duane St., New York 7

### **EYELETTING MACHINES**

BATES Mfg. Co., 30 Vesey St., New York 7

\*\*GRAEBER Stringing & Wiring Machine Co., Div. of New
Era Mfg. Co., Box 400, Hawthorne, N. J.

\*\*MAKATAG Co., 2 Linden St., Reading, Mass.

UNITED Shoe Machinery Corp., 140 Federal St., Boston

WAKEFIELD Machine Co., Inc., Wakefield, Mass.

### **EYELETS**

AMERICAN Brass Co., Waterbury 20, Conn.
BATES Mfg. Co., 30 Vessy St., New York 7
STIMPSON, Edwin B., Co., 70 Franklin, Brooklyn 5
UNITED Shoe Machinery Corp., 140 Federal St., Boston

### **EYELETS, TELESCOPIC (Plastic)**

KIRK, F. J., Molding Co., Brook St., Clinton, Mass.



### FANS, PRESS ROLLER COOLING

AMERICAN Blower Corp., Box 58, Roosevelt Park Annex, Detroit 13 ILG Electric Ventilating Co., 2850 N. Crawford, Chicago TRANE Co., 2nd & Cameron Ave., La Crosse, Wis.

### **FANS, PROPELLER**

PANS, PROPELLER

AMERICAN Blower Div., American-Standard, 8111 Tireman Avs., Detroit 32

BINKS Mfg. Co., 3124 W. Carroll Avs., Chicago 12

BUFFALO Forge Co., 490 Broadway, Buffalo 4

DeVILBISS Co., 300 Phillips Avs., Toledo 1, Ohio

EMERSON Electric Mfg. Co., 8100 Florissant, 51. Louis

ILG Electric Ventilating Co., 2850 N. Crawford, Chicago

SHANNON Luminous Materials Co., 7356 Santa Monica,

Hollywood 46, Calif.

STERLING Electric Motors, 5401 Telegraphic, Los Angeles

TRANE Co., 2nd & Cumeron Avs., La Crosse, Wis.

WESTINGHOUSE Electric Corp., P.O. Box 868, Pittsburgh

FANS, VENTILATING

AMERICAN Blower Div., American-Standard, 8111 Tireman Ave., Detroit 32

BUFFALO Forge Co., 490 Broadway, Buffalo 4

CARRIER Corp., Carrier Pkwy., Syracuse 1, N.Y.

DEVILBISS Co., 300 Phillips Ave., Toledo 1, Ohio

CUTHITI Corp., 680 E. Fort St., Detroit 26

EMERSON Electric Mfg. Co., 8100 Florissamt, St. Louis

GENERAL Electric Co., 1 River Rd., Schenectady, N.Y.

ILG Electric Ventilating Co., 2850 N. Crawford, Chicago

PAASCHE Airbrush Co., Div. Cline Electric Mfg. Co.,

1905 Diversey Parkway, Chicago 14

TRANE Co., La Crosse, Wis.

WESTINGHOUSE Electric Corp., P.O. Box 868, Pittsburgh

WING, L. J., Mfg. Co., Linden, N. J.

### **FASTENERS, PAPER**

DOSTITCH, Inc., E. Greenwich, R. I.
DENNISON Mfg. Co., 300 Howard St., Framingham, Mas
HELLER Roberts Mfg. Co., 6151 Carnegie, Cleveland 6
STIMPSON, Edwin B., Co., 70 Franklin, Broeklyn 5
SOUTHWORTH Machine Co., 30 Warren, Portland, Me.
WILSON Jones Co., 209 S. Jefferson St., Chicago 6

### FEATHER EDGING MACHINES

LESTER & Wasley Co., 513 N. Main St., Norwich, Conn.

### FEEDERS

Tourboard Feeders
Cardboard Feeders
Cylinder Press Feeders
Envelope Feeder (Two-up)
Folding Machine
Gumming Machine
Perforating Machine
Profess
Roll Leaf
Roll Paper
Roll Paper
Roll Machine
Rolling Machine
Rolling Machine
Rolling Machine
Stream Feeders
2 3 4 5 6 7 8 9 10 11

12 ADDRESSOGRAPH-Multigraph Corp., 1200 Babbitt Road, 11 Cleveland 17 ALVIN Co., 215 W. 20th St., New York 11 BARKLEY & Dexter, 50 Frankfort St., Fitchburg, Mass. ★BAUM, Russell Ernest, 615 Chestnut St., Philadelphia

BERRY Machine Co., 716 N. First St., St. Louis 2 \*BRANDTJEN & Kluge, Inc., 653 Gaultier, St. Paul, Minn. ★CAMERON Machine Co., 61 Poplar St., Brooklyn 2 CHAMBERS Bros. Co., 52nd & Media Sts., Philadelphia ★CHANDLER & Price Co., 6000 Carnegie, Cleveland 3 1 2 3 7 ★CHESHIRE, Inc., 1644 N. Honore St., Chicago 22

DAVIDSON Corp., Subs. of Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5 DEXTER Co., Div. of MGD, Inc., 2011 W. Hastings St., Chicago 8

GENERAL Research & Supply Co., 527 S. Division St., Grand Rapids, Mich.

12 GRIFFIN, Campbell, Hayes, Walsh, Inc., 50 E. 21st St., New York 10 HICKOK, W. O., Mfg. Co., Box 423, Harrisburg, Pa. 1 4 5 6 9 10 KOHLER Systems Co., 159 E. Chicago Ave., Chicago 11

McADAMS, John, & Sons, Inc., 20 Knight. Norwalk, Conn. 9 10 11

\*\*MAGNACRAFT Mfg. Co., 7739 S. Kedzie Ave., Chicago

12 MOORE, Kenneth J. & Co., 1778 W. Estes Ave., Chicago NAGEL-Ryan Mfg. Co., 4363 Woodward, Royal Oak, Mich. NEW Jersey Machine Corp., Hoboken, N. J.

PEERLESS Roll Leaf Co., 4511 New York, Union City, N.J. SCOTT, Walter, & Co., 535 South Ave., Plainfield, N.J.

SEAL-O-Matic Dispenser Corp., 169 Murray St., Newark 5 SPECIALTY Automatic Machine Co., 88 Gerrish Ave., Chelsea 50, Mass.

STANFORD Engineering Co., Salem, III. STOLP-Gore, Co., Inc., 123 S. Jefferson, Chicago 14

★SUPER Speed Printing Machinery, Inc., 1712 E. 27th St., Cleveland 14 1 2 4

**★TURNER Printing Machinery, 6510 Euclid, Cleveland 3** 

**TYPE & Press of Illinois, 3312 N. Ravenswood, Chicago** 12

FEEDERS, METAL (Composing Machines)
AMSTERDAM Continental, 268-274 Fourth Ave., New

AMSTERDAM Continental, 268-274 Fourth Ave., New York 10

★INTERTYPE Ca., Div. of Harris-Intertype Corp., 360 Furman St., Brooklyn Z.

★MRGACH Mfg. Co., Inc., 82 Beekman St., New York ★MERGENTHALER Linotype Co., 29 Ryerson, Brooklyn SMISSOURI-Central Type Foundry, 705 E. Murdack, Wichita, Kan.

MONOMELT Co., Inc., 1611 Polk, N.E., Minneapolis 13 MONTGOMERY Co. Inc., P.O. Box 309, Towanda, Pa. STAR Parts Inc., S. Main St., So. Hackensack, N. J.

STREAMLINE Metal Feeder Co., 106 Walker, New York 13 TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn UNITED American Metals Eastern Div., 978 Meeker Ave., Brooklyn 22

### FEEDING ATTACHMENTS

(Carbon Forms) STANDARD Register Co., 626 Albany St., Dayton 1, Ohio

### FILM CEMENT

\*\*ANSCO, General Aniline & Film Corp., Charles St., Binghamton, N.Y.

\*\*CHEMCO Photoproducts Co., Charles, Glen Cove, N.Y. LOX Mfg. Co., 3310 E. 31st St., Kansos City 3, Me. PHILLIPS & Jacobs, 622 Race St., Philadelphia WILLIAMS, Brown & Earle, 904 Chestnut, Philadelphia

TH

FILM CLEANERS FOR PLATEMAKERS \*ANCHOR Chemical Co., 829 Bergen St., Brooklyn 38



Ad

linn.

Co.,

11 s St.,

n St.,

t St.,

Conn. 11 :ago

Oak.

N.J.

ark 5 Ave.,

th St.,

d 3

cago

nes)

., 360 fork klyn 5 rdock,

lis 13

ork 13

Ave:,

, Ohio

es St.,

, N.Y.

phia ITION

11

11

SOLD BY AUTHORIZED ANCHOR DEALERS **EVERYWHERE** 

FILM GUIDE MACHINES

YOUNG Engineering Co., 2429 N. Sheffield, Chicago

FILM FOR PLATEMAKING

\*ANSCO, General Aniline & Film Corp., 40 Charles St., Binghamton, N.Y. \*CHEMCO Photoproducts Co., Charles, Glen Cove, N.Y. \*DU PONT, E. I., de Nemours, 1428 Nemours Bldg., Wilmington 98, Del. \*EASTMAN Kodak Co., 343 State St., Rochester 4, N.Y. NATIONAL Steel & Copper Plate Co., 700 S. Clinton, Chicago 7.

Chicago 7 ★PITMAN, Harold M. Co., 33rd & 51st Ave., Chicago 50

CHEMICALS EQUIPMENT SUPPLIES HAROLD M. PITMAN CO.

51st. AVE. AND 33RD ST. CHICAGO 50 ILL. 515 SECAUCUS ROAD EXT. SECAUCUS, N. J. BRANCHES: CLEVELAND & NEW YORK

FILM HOLDERS

BROWN Coating Equip. Co., Wellston, Ohio DOUTHITT Corp., 680 E. Fort St., Detroit NATIONAL Steel & Copper Plate Co., 700 S. Clinton, Chicago T. Chicago 7
ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave., Chicago 31 WILLIAMS, Brown & Earle, 904 Chestnut, Philadelphia

FILM, PAPER, PLATES

\*ANSCO, General Aniline & Film Corp., 40 Charles St.,
Binghamton, N.Y.
\*CHEMCO Photoproducts Co., Charles, Glen Cove, N.Y.
CONSOLIDATED Hammer Dry Plate & Film Co., 2711
Miami St., St. Louis 18
CRAMER Dry Plate & Film Co., 1853 Shenandoch, St.
Louis

CRAMER Dry Plate & Film Co., 1853 Shenandoch, St. Louis
DI-NOC Chemical Arts, Inc., Photo Products Div., 1700
London Road., Cleveland
DOUTHIT Corp., 680 E. Fort St., Detroit 26
\*\*\*DU PONT, E. I., de Nemours & Co., Photo Products
Dept., 1428 Nemours Bidg., Wilmington 98, Del.
\*\*\*EASTMAN Kodak Co., 343 State St., Rochester 4, N.Y.
GEVAERT Co. of America, Inc., 423 W. 55th, New York
HALOID Xerox, Inc., 33-219 Haloid St., Rochester, N.Y.
ILFORD, Limited, 37 W. 65th St., New York 23
NATIONAL Steel & Copper Plete Co., 700 S. Clinton,
Chicago 7 NORMAN-Willets Graphic Supply Co., 316 W. Washing-

ton, Chicago PHILLIPS & Jacobs, 622 Race St., Philadelphia SULLEBARGER, E. T., Co., 114 Liberty St., New York 6 WILLIAMS, Brown & Earle, 904 Chestnut, Philadelphia 7

FINISHING EQUIPMENT, ELECTRO-TYPERS' AND STEREOTYPERS'

COTTRELL Co., Sub. of Harris-Intertype Corp., Box 515, Westerly, R. I. GOSS Co., Div. of MGD, Inc., 5601 W. 31st St., Chicage HOE, R., & Co., Inc., 910 E. 138th St., New York OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, III. #RICHARDS, J. A., Co., 903 N. Pitcher St., Kalamazoe 13F. Mich. SHAW Machine & Tool Co., 1151 Temple, Los Angeles ★WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa.

FIRE EXTINGUISHERS AND REFILLS

AMERICAN-La France Div. of Sterling Precision Corp., 158 La France St., Elmira, N.Y. \*ANCHOR Chemical Corp., 829 Bergen St., Brooklyn 38 PYRENE Mfg. Co., 566 Belmont Ave., Newark 8 RANDOLPH Laboratories, Inc., 8 E. Kinzie St., Chicago WIL-X Mfg. Co., subsidiary, Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn

FLANNELS
BEST, Edward, & Co., 210 Lincoln St., Boston 5
CORKPAK Co., Inc., 70 Argyle Ave., New Rochelle, N.Y.

\*GENERAL Printing Ink Co., Div. Sun Chemical Corp.,
750 Third Ave., New York 17
GODREY Roller Co., 211 N. Camac St., Philadelphia
HICKOK, W. O., Mfg. Co., Harrisburg, Pa.
HOUSE, Chas. W., & Sons, Inc., 305 3th, New York 17
ROBERTS & Porter, Inc., 555 W. Adams St., Chicago

\*ROLL-O-Graphic Corp., 133 Prince St., New York 12

\*SIBCOLD, J. H. & G. B., 150 Varick, New York 13

\*SINCLAIR & Valentine Co., 611 W. 129th St., New York

FLEXOGRAPHIC INKS (see Inks-Special)



CELLUSUEDE Products, Inc., 500 N. Madison, Rockford, III. CLAREMONT Flock Corp., 169 Main St., Claremont, N. H. NAZ-Dar Co., 461 Milwaukee Ave., Chicago I RAYON Processing Co., 1 Moshassuck, Pawtucket, R. I.

FLOCK PRINTING SUPPLIES

CELLUSUEDE Products, Inc., 500 N. Madison, Rockford, Ill. NAZ-Dar Co., 469 Milwaukee Ave., Chicago 10 ★SINCLAIR & Valentine Co., 611 W. 129th St., New York

FLOORING

JENNISON-Wright Corp., 2463 Broadway, Toledo, Ohio STONHARD Co., 401 N. Broad St., Philadelphia 8 UNITED States Rubber Co., 1230 Ave. of the Americas, New York 20

**FLUORESCENT** and PHOSPHORESCENT **PRODUCTS** 

PRODUCIS

BROWN, W. A., Mfg. Co., 608 S. Dearborn St., Chicago S. CAMDEN Ink & Color Co., 1001 Market, Camden, N. J. +CENTRAL Compounding Co., 1718 N. Damen, Chicago CRAFTINT Mfg. Co., 1615 Collamer St., Cleveland 10 FRINK Corp., 27-01 Bridge, N., Long Island City, N.Y. NAZ-Dar Co., 461 Milwaukee Ave., Chicago 10 RADIANT Color Co., 830 Isabella St., Oakland 7, Calif. SHANNON Luminous Materials Co., 7356 Santa Monica Blvd., Hollywood 46, Calif.
SWITZER Brothers, Inc., 4732 St. Clair Ave., Cleveland U.S. RADIUM Corp., Morristown, N. J.

**FLUORESCENT PROCESS (Color** 

Correction)

FRINK Corp., 27-01 Bridge, N., Long Island City, N.Y. ROSCO Laboratories, 29 Moore St., Brooklyn

FLYING PASTERS FOR PRESSES

CLINE Electric Mfg. Co., 3405 W. 47th St., Chicago 32 GOSS Co., Div. of MGD, Inc., 5601 W. 31st St., Chicago HOE, R., & Co., Inc., 910 E. 138th St., New York WOOD Newspaper Mchy. Corp., 501 Fifth, New York 17

**FOIL AND LEAF** 

FOIL AND LEAF

1 Aluminum or Bronxe Powder
2 Aluminum Foil, Plain and Colored
3 Copper Foil
4 Colored Gold Foil and Leaf
5 Gold Leaf, Roll
6 Gold Leaf, Roll
7 Imitation Gold Foil and Leaf
8 Lead and Tin Foil
9 Palladium Leaf
10 Plastic Marking Foil and Leaf
11 Silver Foil and Leaf
12 3 4 5 6 7 8 9 10 11
ACKERMAN Gould Co., Box 188, Oceanside, L. i., N.Y.
4 5 10

ALL Purpose Roll Leaf Corp., 37 W. Century Rd., Paramus, N. J.
2 3 4 5 6 7 10 2 3 4 5 6 7 ALLIED Finishing Specialties, 2639 W. Grand, Chicago 12

ALUMINUM Co. of America, 1501 Alcoa Bldg., Pittsburgh 1 2 ANACONDA Aluminum Co., 1430 S. 13th St., Louisville 10, Ky.

ATLANTIC Powdered Metals, 38 Park Row, New York 1 BELMONT Smelting & Refining Works, 330 Belmont Ave., Brooklyn 7

BATCHFORD Div. National Load Co., 111 Broadway, New York 8 BOTH, O. A., Corp., Nickerson Rd., Ashland, Mass.

COE, W. H., Mfg. Co., 5414 W. Madison, Chicago 4 5 6 7 10 11 ★COUGHLIN Mfg. Co., 697-699 E. 132nd, New York 54 11 7 11

Autofoil

**GENUINE GOLD** 

IMITATION GOLD
 ALUMINUM

. PIGMENT COLORS

**COUGHLIN MANUFACTURING COMPANY** 697-699 E. 132nd St. New York 54, N. Y. 1 2 3 4 5 6 7 8 9 10 11 OIVISION Lead Co., 7742 W. 61st Pl., Summit, III. FEDERATED Metals Div., American Smelting & Refining Co., 120 Broadway, New York 15 GOLD Leaf & Metallic Powders, Inc., 145 Nassau, New York 38

1 GRIFFIN, Campbell, Hayes, Walsh, Inc., 50 E. 21st, New York 10 HASTINGS & Co., Inc., 2314 Market St., Philadelphia 3
ILLINOIS Bronze Powder Co., 2023 S. Clark, Chicago 16
JOHNSTON Foil Mfg. Co., 6100 S. Broadway, St. Louis
KINGSLEY Machine Co., 850 Cehuenga, Hollywood 38, Calif.

FOIL, ELECTROTYPERS

DIVISION Lead Co., 7742 W. 61st Place, Summit, III.
FEDERATED Metals Div., American Smelting & Refining
Co., 120 Broadway, New York 13
JOHNSTON Foil Mfg. Co., 6100 S. Broadway, St. Louis
REYNOLDS Metals Co., 2500 S. Third St., Louisville, Ky.
UNITED American Metals Eastern Div., 970 Meeker Ave.,
Brooklyn 22

**FOLDING MACHINES AND PRESS-**

ATTACHED FOLDERS

1 Folding Machines, Commercial Job
2 Folding Machines, Fanfold
3 Folding Machines, Letter
4 Folding Machines, Magazine
5 Folding Machines, Newspaper
6 Folding Machines, Quire & Section
7 Folders (press-attached), Magazine
8 Folders (press-attached), Newspaper
9 Folders, Specialty
1 2 3 4 5 6 7 8 9
ADDRESSING Mach. & Equip. Co., 326 Broadway, New York 7
1 ADDRESSORE AND COMMERCIAL PROPERTY. ADDRESSOGRAPH-Multigraph Corp., 1200 Babbitt Rd., Cleveland 17

\*AMERICAN Type Founders, Inc., 200 Elmora Ave., Elizabeth, N. J.

AMSTERDAM Cont'l. Types & Graphic Eqp. Inc., 268
4th Ave., New York 10
1 3
ANDERSON, C. F., & Co., 3225 Calumet Ave., Chicago

BABCOCK Printing Press Corp., 800 Waynesburg Rd., S.E. Canton 1, Ohio

7 8 9 BARKLEY & Dexter, 50 Frankfort St., Fitchburg, Mass \*BAUM, Russell Ernest, 615 Chestnut St., Philadelphia 4 5 BROWN Folding Machine Co., 3771 Chester, Cleveland 14 1 Challenge Machine Co., First St., Grand Haven, Mich. 1 2 3

> Challenge for AUTOMATIC

**FOLDING MACHINES** 

17x22" and 9x18½" Models See your local Challenge Dealer

CHAMBERS Bros. Co., 52nd & Media Sts., Philadelphia COTTRELL Co., Sub. of Harris-Intertype Corp., Box 515, Westerly, R. I.

DAVIDSON Corp., Subs. of Margenthaler Linotype Co., 29 Ryerson St., Brooklyn 5

\*DEXTER Co., Div. of MGD, Inc., 2011 W. Hastings St., Chicago 8 EMPIRE Metal Co., 820 E. Water St., Syracuse 3, N.Y.

GOSS Co., Div. of MGD, Inc., 5601 W. 31st St., Chicago

1 2 3 4 5 6 7 8 9 HAMILTON Tool Co., 900 Hanover, Hamilton, Ohio HOE, R., & Co., 910 E. 138th St., New York 54 KOHLER System Co., 159 E. Chicago Ave., Chicago 11 McADAMS, John, & Son, 20 Knight St., Norwalk, Conn.

MACEY Co., subsid. of Harris-Intertype Corp., 13835 Enterprise, Cleveland 35 9 CMENDES, J. Curry, Corp., 1 Curry Lane, Canton, Mass. MILLER-Trojan Co., 1083 W. Main St., Troy, Ohio

MODERN Equipment Co., 2011 Cuming, Omeha 2, Neb. NELSON, C. B., & Co., 508 S. Kolmar Ave., Chicago

PAPER Converting Machine Co., 2300 S. Ashland, Green Bay, Wis. 9 PITNEY-Bowes, Inc., Walnut & Pacific Sts., Stamford, Conn.

3 ★SCHRIBER Mach. Co., 4900 Webster St., Dayton, Ohio STAUDE, E. G., Div., 850 Ladd Rd., Walled Lake, Detroit, Mich.

STRICKLAND, J. T., 615 Chestnut St., Philadelphia 6
WALDRON, John, Corp., P.O. Box 791, New Brunswick,
N. J.

\*WESTERN Prig. Michy. Co., 3519 N. Spoulding, Chicago

### FORMERS AND SCORCHERS

FORMERS AND SCORCHERS
BATES Mfg. Co., 30 Vesey 51., New York 7
GOSS Co., Div. of MGD, Inc., 5601 W. 31st 51., Chicago
HAMMOND Machinery Builders, Inc., 1600 Douglas Ave.,
Kalamazoo 54, Mich.
HOE, R., & Co., Inc., 910. E. 138th 51., New York
NOLAN Corp., 1333 E. Dominick 51., Rome, N.Y.
PRINTING Equipment Corp., N. Republic Ave., Joliet, Ill.
SHAW Machine & Tool Co., 1151 Temple, Los Angeles 12
STA-HI Corp., 1235 W. Washington Blvd., Whittier, Calif.
STEREOTEX Co., 33 Crescent, Scituate, Mass.

### **FORMS** (see Business Forms for the Trade)

### FOUNTAIN DIVIDERS, INK

FOUNTAIN DIVIDERS, INK

ACME Printing Appliance Co., 9455 Seymour, Schiller
Park, III.

BAR-PLATE Mfg. Co., Boston Post Road, Orange, Conn.
COTTRELL Co., Sub. of Harris-Intertype Corp., Box
515, Westerly, R. I.
DAYTON Rubber Co., 2342 W. Riverview, Dayton, Ohio
MOE, R., & Co., 910 E. 138th St., New York 54

\*\*PRINTING Mchy. Co., 436 Commercial Sq., Cincinnati 2

### **FOUNTAINS, INK GUNS**

TRIUMPH Equip. Engineers, 6506 Walker, Minneapolis

### FOUNTAINS, INK, NEWSPAPER, COLOR, PORTABLE

\*BEALL, Jack, Vertical Service, 641 S. Dearborn, Chicago GOSS Co., Div. of MGD, Inc., 5601 W. 31st St., Chicago HOE, R., & Co., Inc., 910 E. 138th St., New York 54

### FOUNTAIN SOLUTIONS, OFFSET

FOUNTAIN SOLUTIONS, OFFSET

AMERICAN Type Founders, Inc., 200 Elmora, Elizabeth
B, N. J.

ARC Litho Specialties Co., P.O., Box 666, Freeport, L. I.,
N.Y.

BRADEN Sutphin Ink Co., 3800 Chester Ave., Cleveland
BRIDGEPORT Engravers Supply Co., Bridgeport 2, Conn.

DAVIDSON Corp., Subsid. of Margenthaler Linotype
Co., 29 Ryerson 5t., Brooklyn 5

GENERAL Printing Ink Co., Div. Sun Chemical Corp.,
750 Third Ave., New York 17

\*\*HARRIS-Seyhold Co., Div. of Harris-Intertype Corp.,
4510 E 71st 5t., Cleveland 5

\*\*HILL-Hentschel Co., 3920 Clayton Ave., 5t. Louis 10

\*\*INTERCHEMICAL Corp., Printing Ink Div., 67 W. 44th
St., New York 19

St., New York 19
\*LITHO Chemical & Supply Co., 46 Harriet Pl., Lynbrook, N.Y.
McKINIEY Litho Supply Co., 1623 John St., Cincinnati
PHILLIPS & Jacobs, 622 Race St., Philadelphia 6
\*PITMAN, Harold M., Co., 33rd & 51st Ave., Chicago 50

### CHEMICALS S EQUIPMENT SUPPLIES HAROLD M. PITMAN CO.

51st. AVE. AND 33RD ST. CHICAGO 50. ILL. 515 SECAUCUS ROAD EXT. SECAUCUS, N. J. BRANCHES: CLEVELAND & NEW YORK

\*ROLL-O-Graphic Corp., 133 Prince St., New York 12 \*SIEBOLD, J. H. & G. B., 150 Varick St., New York \*SINCLAIR & Valentine Co., 611 W. 129th, New York 27 VAN Son Holland Ink Corp. of America, Mincela, N.Y. VARN Products Co., 26-15 123rd St., Flushing 54, N.Y.

### **FURNACES, METAL**

1 Remelting Composing Room
(Pig Molds ad Tools)
2 Stereotype
1 2
FISHER Furnace Div., Lindberg Engineering Co., 2450 W. Hubbard St., Chicago 12

GOSS Co., Div. of MGD, Inc., 5601 W. 31st St., Chicago HOE, R., & Co., Inc., 910 E. 138th St., New York

IMPERIAL Type Metal Co., 1800 S. 54th Ave., Chicago

INDEPENDENT Electric Machinery Co., 300 Southwest Blyd., Kansas City 8, Mo. ★INTERTYPE Co., Div. of Harris-Intertype Corp., 360 Furman St., Brooklyn 2

JOHNSON Gas Appliance Co., 520 "E" Ave., Cedar Rapids, Ia.

Rapids, Ia.

KEMP, C. M., Mfg. Co., 405 E. Oliver St., Bultimore

MARGACH Mfg. Co., Inc., 82 Beekman St., New York \*MERGENTHALER Linotype Co., 29 Ryerson, Brooklyn 5

MISSOURI-Central Type Foundry, 705 E. Murdock, Wichita, Kan. MONOMELT Co., 1611 Polk St. N.E., Minneapolis 13

NOLAN Corp., 1333 E. Dominick St., Rome, N.Y. SHAW Machine & Tool Co., 1151 Temple, Los Angeles 12

SURFACE Combustion, Toledo 1, Ohio

UNITED American Metals Eastern Div., 970 Meeker Ave., oklyn 22

UNITED Stereotype Supply Corp., Box 38, West Lynn, WOOD Newspaper Mchy. Corp., 501 Fifth Ave., New York 17

### **FURNITURE**

1 Composition
2 Iron
3 Wood
4 Magnesium
5 Aluminum
6 Plastic
1 2 3 4 5 6
\*\*AMERICAN Wood Type Mfg. Co., 42-25 9th St., Long Island City 1, N.Y.

AMSTERDAM Continental Types & Grephic Equip., Inc., 268 Fourth Ave., New York 10

BRADLEY, Milton, Co., 74 Park St., Springfield, Mass.

CHALLENGE Machinery Co., Grand Haven, Mich. \*HAMILTON Mfg. Co., Two Rivers. Wis.

3 HUFFMAN, M. V., Mfg. Co., 5415 York, Los Angeles 42 IRWIN Mfg. Co., 101 Main St., Garland 1, Pa.

JUDSON Type, Inc., 151 W. 23rd St., New York 11 \*LANSTON Monotype Co., Div. of Lanston Industries, Inc., 24th & Locust Sts., Philadelphia 1

MONOMELT Co., 1611 Polk St. N.E., Minneapolis

PERFECTION Type, Inc., 2716 Nicollet, Minneapolis
1 2 3 4
PITTSBURGH White Metal Co., 284 Hamilton, Brooklyn 31 STEPHENS, Samuel & Wickersham Quoin Co., 174 High,

TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn THOMPSON Cabinet Co., Lake St., Ludington, Mich.

**FURNITURE CASTING MOLDS** ★LUDLOW Typograph Co., 2032 Clybourn, Chicago 14



### **GALLEY LABEL HOLDER**

GRAPHIC Arts Mfg. Corp., 22 Franklin, Clifton, N. J. \*HAMILTON Manufacturing Co., Two Rivers, Wis. METZ, Fred, 350 E. 162nd St., New York 56

### **GALLEYS AND GALLEY LOCKS**

ACME Type Foundry, 633 Plymouth Court, Chicago 5

\*\*AMERICAN Steel Chase Co., 31-31 48th Ave., Long Island City 1, N.Y.

\*\*AMERICAN Wood Type, 35 W. 3rd St., New York ANGLE Steel Stool Co., 309 W. Ook, Plainwell, Mich. BRODERICK & Johnson Printing Equipment, 1725 S. Maple Ave., Los Angeles 15

\*CHALLENGE Machinery Co., Grand Haven, Mich.



### for GALLEY CABINETS "BLACK BEAUTY" and STANDARD GALLEYS

See your local Challenge Dealer

CORKPAK Co., Inc., 70 Argyle Ave., New Rochelle, N.Y. FOSTER Mfg. Co., 13th & Cherry Sts., Philadelphia 7 GRAPHIC Arts Mfg. Corp., 22 Franklin, Clifton, N. J. GUMMED Tope & Devices Co., 1069-71 Rogers Ave., Brooklyn 19 \*\* HAMILTON Mfg. Co., Two Rivers, Wis. MAYVILLE Metal Products Co., Mayville, Wis. RIEHL Galley Lock Co., Inc., 748 E. 82nd St., Cleveland STANLEY Leverlock, Walter Y. Stanley, Hastings, Mich. STAR Parts, Inc., 5. Main St., 5o. Hackensack, N. J. TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn THOMPSON Cabinet Co., Lake St., Ludington, Mich.

### GATHERING AND STITCHING MACH. (see Collating and Gathering)

### **GAUGE PINS, GUIDES, GRIPPERS**

GAUGE FIND, GOIDED, GRIFFERS CASPER Gripper Co., 2123 E. Ninth St., Cleveland GRAPHIC Arts Laboratories, 549 W. Randolph, Chicago ★MEGILL, Edward L., Co., 761 Atlantic Ave., Brooklyn STILES, Chas. L., 64 Hanford St., Columbus, Ohio SURE-Grip Gauge Pin Co., 9022 S. Baltimore, Chicago

### GAUGES, POWER, PAPER CUTTING MACHINES

\*LAWSON Co., Div. of MGD, Inc., 2011 Hastings St., Chicago 8 POWER Gauges, 304 Hudson St., New York 13

### **GAUGES AND TESTING INSTRUMENTS**

AND IESTING
Abrasion Tester
Casting Box
Color Fastness to Light
Color Matching
Copyfitting Systems
Densitometer
Depthometer
Durometer
Dotvalhuescope
Halftone Dot Microscope
Halftone Screen Finder
Inkometer

Inkometer Make-up Gauge Matrix

Micrometer Moisture

Moisture
Paper
PA Comparator
pH Meter
Plate
Press Test Blocks
Press Packing Gauge (Offset)
Roller Setting
Rules and Line Gauges
Saw

24 Rules and Line Gauges
25 Saw
26 Scleroscope
27 Sheet Register
28 Slug
29 Stroboscope
30 Surface Pyrometer
31 Tachometer
32 Type High
33 Burst Tester
1 2 3 4 5 6 7 8 9
12 13 14 15 16 17 18 19 20
22 24 25 26 27 28 29 30 31
AMERICAN Evalype Corp., 739 Osterman field, III.
15 18

\*AMERICAN Wood Type Mfg. Co., 42-25 9th St., Long Island City 1, N.Y. AMSTERDAM Continental, 268-274 Fourth, New York 10

AMTHOR Testing Instr. Co., 45 VanSinderen, Brooklyn 7
15
17
31
33
ANALYTICAL Measurements, 585 Main St., Chatham, N.J.
ATLAS Elec. Devices Co., 361 W. Superior, Chicago 10

ATLAS Elec. Devices Co., 361 W. Superior, Chicago 10
BAUSCH & Lomb Optical Co., 681 St. Paul, Rochester, N.Y.
12
BECKMAN Scientific Instruments Div., 2500 Fullerton Rd.,
Fullerton, Calif.
BLACK Rock Mfg. Co., 189 Osborne, Bridgeport 5, Conn.
23

23
BRANDT Corp., P.O. Box 465, New Orleans
BRIDGEPORT Engravers Supply Co., 30 Grand, Bridgeport 2, Conn.

BRISTOL Co., P.O. Box 1790, Waterbury 20, Conn.

BROWN & SHARPE Mfg. Co., Providence, R. I.
15 17
CADY, E. J., & Co., & 30 Harlem, River Forest, III.
23 15

33

P

ST

su

TES

TH TIN

TH

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 CAMBRIDGE Instrument Co., Inc., 3732 Grand Central Terminal, New York 17 ★CHALLENGE Machinery Co., Grand Haven, Mich. ★COLWELL Litho Products, 402 Chicago, Mnneapolis 15 COMMERCIAL Engraving Publishing Co., 34 N. Ritter Ave., Indianapolis CORKPAK Co., 70 Argyle Ave., New Rochelle, N.Y. CRAFTSMAN Line-Up Table Corp., 49 River St., Waltham 54. Mass. DAYSTROM-Weston Sales Div., Daystrom, Inc., 614 Fre-linghuysen Ave., Newark 12 7
DISSTON, Henry, Div. H. K. Porter Co., Unruh & Milnor Sts., Philadelphia 35 25 DURANT Mfg. Co., Inc., 1979 N. Buffum St., Milwaukee 1 ELCO Typograplic Service, Second & Dueber Sts., S.W., Canton 6, Ohio FISHER Scientific Co., 717 Forbes, Pittsburgh 19 GENERAL Electric Co., 1 River Rd., Schenectody 5, N.Y. 4 31
GENERAL Radio Co., Baker Ave., W. Concord, Mass. 29 31
GLOGAU & Co., 1914 W. Birchwood, Chicago 15 17
GOODKIN, M. P., Co., 112-Arlington, Newark 2
GOSS Co., Div. of MGD, Inc., 5601 W. 31st St., Chicago 32 HABERULE Co., P.O. Box 245, Wilton, Conn. 24
HANCHETT Mfg. Co., 906 N. State, Big Rapids, Mich.
HOCH, Fred W., & Assoc., 401 Eighth Ave., New York
13
HOE, R., & Co., 910 E. 138th St., New York 54
2
32 ILLINOIS Testing Labs., 420 La Salle St., Chicago 10 \*INTERTYPE Co., Div. of Harris-Intertype Corp., 360 Furman 5t., Brooklyn 2, New York LAKE Erie Machinery Corp., P.O. Box 68, Buffalo 17, N.Y. LA MOTTE Chemical Prod. Co., Chestertown, Md. 18 \*LANSTON Monotype Co., Div. of Lanston Industries, Inc., 24th & Locust Sts., Philodelphia 1 14 5 LEE, Arthur B., 2 W. 45th St., New York 36 LITHOGRAPHIC Technical Foundation, 131 E. 39th St., New York 16 13 17 13 17 20 LITHOID, Inc., 232 Cleveland, Highland Park, N. J. LUFKIN Rule Co., 1730 Hess St., Saginaw, Mich. ★MACBETH Arc Lamp Co., 141 Berkley St., Philadelph 3 MACBETH Corp., P.O. Box 950, Newburgh, N.Y.

4 6 19

MENDES, J. Curry, Corp., Industrial Park, New Bedford, MINDEN Paper Gauge Co., 230 W. 41st, New York 36 MONOMELT Co., 1611 Polk St., N.E., Minneapolis 20 32 33 NATIONAL STEEL & Copper Plate Co., 700 S. Clinton, PITTSBURGH White Metal Co., 284 Hamilton, Brooklyn 31 23 27 28 20 32 POWERS Regulator Co., 3400 Oakton, Skokie, III. PYROMETER Instrument Co., Bergenfield, N. J. 28 ★RICHARDS, J. A., Co., 903 N. Pitcher St., Kalamazoo 13F, Mich. ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chicago 14 SIZE Control Co., Div. American Gauge & Machine Co., 35 E. Wacker Drive, Chicago 1 17 7 20 25 28
STAR Parts, Inc., S. Main St., S. Hackensack, N. J.
24 14 15
★STEWART-Warner Corp., 1826 Diversey Pkwy., Chicago SULLEBARGER, E. T., Co., 114 Liberty St., New York 6 TABER instrument Corp., 111 Goundry St., N. Tonawanda, N.Y. 1 17
TAYLOR, W. A., & Co., 7300 York Road, Baltimore
18
TESTING Machines, Inc., 72 Jericho, Mineola, L. I., N.Y.
13 15 16 17 18 19
26 30 31 33
THWING-Albert Instr. Co., Penn & Pulsaki, Philadelphia
13 17 19

١d

Y.

St..

ong

10

n 7

N.J.

N.Y.

Rd..

ige-

3 ON 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 ★TI-PI Ce., 1000 Broadway, Kansas City 5, Mo. 15 TOLEDO Scale Co., Toledo, Ohio TRIPLET Gauge, 14 Vanderwater St., New York 7 ★VANDERCOOK & Sons, 3601 W. Touhy Ave., Chicage 13 17 20 21 28 32 WALLIN Printers Supply, 309 S. 13th St., Omaha, Neb. ★WESEL Mfg. Co., 1141 N. Washington, Scrant 25 32 WESTINGHOUSE Electric & Mfg. Co., E. Pittsburgh, Pa. WILLIAMS, Brown & Earle, 904 Chestnut, Philadelphia 7 12

\*\*WILLIAMSON & Co., Inc., P.O. Box 71, Caldwell, N. J.

15

ZERNICKOW, O., Co., 15 Park Row, New York 38

31

### **GOLD FOIL (see Foil and Leaf)**

**GRAINING MACHINE LININGS** 

AMERICAN Graded Sand Co., 2942 N. Ashland, Chicago BROWN, W. A., Mfg. Co., 2035 Charleston St., Chicago ★PITMAN, Harold M., Co., 515 Secaucus, Secaucus, N. J.

**GRAINING MACHINES, OFFSET PLATES** AMSTERDAM Continental Types & Equip. Inc., 268
Fourth Ave., New York 10
BROWN, W. A., Mfg. Co., 608 S. Dearborn St., Chicago 5
CONSOLIDATED International Equipment & Supply Co.,
1030 W. Chicago Ave., Chicago 22
\*LITHO Chemical & Supply Co., 46 Harriet, Lynbrook,
N.Y. McKINLEY Litho Supply Co., 1623 John St., Cincinnati NAGEL-Ryan Mfg. Co., 4363 Woodward, Royal Oak, Mich.

OXY-DRY Sprayer Co., 1134 W. Montrose Ave., Chicago RUTHERFORD Machinery Co., Div. Sun Chemical Corp., 401 Central Ave., E. Rutherford, N. J. 

\*SIEBOLD, J. H. & G. B., 150 Varick, New York 13 

\*ZARKIN Machine Co., 34-19 10th, Long Island City 6, N.Y.

**GRAINING SANDS AND QUARTZ** 

BALLOU Graded Sand Co., P.O. Box 295, Ottawa, III. CARBORUNDUM Co., Niagara Falls, N.Y. McKINLEY Litho Supply Co., 1623 John St., Cincinnati RB & P Chemical & Supply, 1640 N. 31st, Milwaukee & #SIEBOLD, J. H. & G. B., 150 Varick, New York 13 #SINCLAIR & Valentine Co., 611 W. 129th, New York 27

**GRINDING, CUTTING, DRILLING,** 

POLISHING, BUFFING MACHINES

AMSTERDAM Continental, 268-274 Fourth, New York 10

BLACK & Decker Mig. Co., Towson 4, Md.

BLACK Rock Mig. Co., 189 Osborne, Bridgeport, Conn.

BOICE-CRANE Co., 930 Central Ava., Toledo 6, Ohio

CHICAGO Wheel & Mig. Co., 1101 W. Monroe, Chicago

HAMMOND Machinery Builders, Inc., 1600 Douglas

Ave., Kalamazoo 54, Mich.

HANCHETT Mig. Co., 906 N. State, Big Rapids, Mich.

HANEY, O. C., Co., 9859 Victoria Ave., Los Angeles

HANSON-VanWinkle-Munning, Church St., Matawan, N.J.

MONOMELT Co., 1611 Polk St., N.E., Minneapolis 13

MANHATTAN Rubber Mig. Div., Raybestos-Manhattan,

Inc., 61 Willet St., Passaic, N. J.

NATIONAL Steel & Copper Plate Co., 700 S. Clinton,

Chicago 7

SPEEDWAY Mig. Co., 1834 So. 52nd Ave., Cicero 50

STANLEY Electric Tools Div., of Stanley Works, 480

Myrtle St., New Britain, Conn. **POLISHING, BUFFING MACHINES** 

**GUILLOTINE CUTTERS (Photoengravers)** GUILLOTINE CUTTERS (Photoengravers)

AMSTERDAM Cont'l. Types & Graphic Eqp. Inc., 268
4th Ave., New York 10

BRIDGEPORT Engravers Supply Co., 30 Grand, Bridgeport 2, Conn.

\*CHEMCO Photoproducts Co., Charles, Glen Cove, N.Y.

DOUTHIT Corp., 680 E. Fort St., Detroit

\*HARRIS-Seybold Co., Div. of Harris-Intertype Corp.,
4510 E. 71st St., Cleveland 5

NATIONAL Steel & Copper Plate Co., 700 S. Clinton,
Chicago 7

\*NU ARC Co., Inc., 824 S. Western Ave., Chicago

OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, Ill.

PHILLIPS & Jacobs, 622 Race St., Philadelphia

SULLEBARGER, E. T., Co., 114 Liberty St., New York 6

### **GUMMING, GLUING, PASTING EQUIP.**

1 Glue Pots and Kettles
2 Gluing, Gumming, Pasting Machines
3 Lebeling
4 Lining
5 Mounting
6 Paper Covering
7 Stripping
1 2 3 4 5 6 7
ACME Electric Heating Co., 1217 Washington, Boston ANDERSON, C. F., & Sens, 3225 Calumet, Chicago

1 2 3 4 5 6 7 BETTER Packages, Inc., 258 Canal St., Shelton, Conn. BLACK & Decker Mfg. Co., Towson 4, Md. BRACKETT Stripping Machine Co., 505 Jackson, Topeka, CHAMBERS Bros. Co., 52nd & Media St., Philadelphia ★CHESHIRE, Inc., 1644 N. Honore St., Chicago 22 CHICAGO Box Mach. Works, 1810 W. Grand, Chicago 22 1 2 3 4 5 6 CRAWLEY Book Mchy. Co., 328 Keturah, Newport, Ky. ★DIDDE-Glaser, Inc., S. Highway & W. 12th, Emporia, DOEPEL, J. E., Co., 626 Race St., Philadelphia DURBROW & Hearne, 12 Wooster St., New York EMBOSSOGRAPH Process Co., 3720 14th, Brooklyn 18 GARDEN State Mtg. & Fin. Co., 106 Adams, Mohawk, N.J. G. B. C. Mfg. Co., 812 W. Belmont Ave., Chicago 14 GRIFFIN, Campbell, Hayes, Walsh, 50 E. 21st, New York GUMMED Tape & Devices Co., 1069-71 Rogers, Brooklyn HIGH Production Machine Co., 533 N. 11th, Philadelphia HOLD-Heet Products Corp., 905 Belmont, Chicago 14 HOLLINGSWORTH, William, Machinery Co., 227 Holli-day St., Baltimore HUNT, W. G., & Co., 119 W. Caledonia, Laurinburg, N.C. INSTANTANEOUS Glue Converter Co., 2217 Iowa Ave.,

INTERNATIONAL Paper Box Machine Co., 315 Main St., Nashua, N. H.

\*KLEEN-Stik Products, Inc., 7300 W. Wilson, Chicago LIBERTY Electric Co., 1915 Madison, Indianapolis

MENDES, J. Curry, Corp., Industrial Pk., New Bedford,

MOORE, Kenneth J., & Co., 1778 W. Estes, Chicago 26 MULLER, Chas. A., Co., 153 Lafayette St., New York

NATIONAL Steel & Copper Plate Co., 700 S. Clinton, NEW Advance Mchy. Co., 208 E. Central, Van Wert, O. NEW Jersey Machine Corp., 16th & Willow, Hoboken, N.J. 2 3 4 2 3 4 PAASCHE Airbrush Co., Div. Cline Electric Mfg. Co., 1905 Diversey Pkwy., Chicago 14

PARRY, S. R., Machine Co., 222 Mill St., Rochester, N.Y. PAVYER Prig. Machine Works, 600 S. Broadway, St. Louis 7 PIERCE Specialized Eqp. Co., 350 Peninsular Ave., Sun Mateo, Calif.

POTDEVIN Machine Co., 226 North St., Teterboro, N. J. SCHAEFER Machine Co., 145 Front, Bridgeport 6, Conn. SEAL-O-Matic Dispenser Corp., 220 Church St., 169 Mur-ray St., Newark, N. J.

\*SHERIDAN, T. W. & C. B., Co., 220 Church, New York 13

SPECIALTY Auto. Machine Co., 88 Gerrish, Chelsea, Mass. STANDARD Paper Box Mach. Co., 476 Broome, New York STA-Warm Electric Co., 1957 N. Chestnut St., Ravenna, O.

STOKES & Smith Plant, FMC Packaging Machinery Div., 4900 Summerdale Ave., Philadelphia

U.S. AUTOMATIC Box Mchy. Co., 18 Arboretum, Boston UNITED Shoe Machinery Corp., 140 Federal St., Boston WALDRON, John, Corp., Box 791, New Brunswick, N. J. WILL-LO Products, 4518 N. Winchester, Chicago 40



### **HEADBINDING MACHINES**

(Bookbinders)

FULLER, E. C., Co., 28 Reade St., New York 7 MID-STATES Gummed Paper Co., Div. Minnesota Mining & Affg. Co., 6850 So. Merlem, Bedford Park, III. SMYTH Mfg. Co., 9 Sigourney St., Hartford 6, Conn.

TIME Saver Products Co., 44 Salina St., Pulaski, N.Y.

### **HEATERS. SHEET and WEB DRYERS**

1 Gas
2 Electric
3 Lamps, Infra Red
4 Ovens
5 Unit, Industrial
6 Web Dryers
1 2 3 4 5 6
ACME Electric Heating Co., 1217 Washington, Boston 18 ACME Printing Appliance Co., 9455 Seymour Ave., Schil-

ler Park, III. 1 2 3 4 5 6 AMERICAN Blower Div., American Standard, 8111 Tire-mon Ave., Detroit 32

AMPERE Industries, Industrial Process Div., 60 Boston St., Newark 3

\*BEALL, Jack, Vertical Service, 641 S. Dearborn, Chicago

★BRANDTJEN & Kluge, 653 Gaultier, St. Paul 3, Minn.

CARRIER Corp., Carrier-Pkwy., Syracuse 1, N.Y.

CRAIG Corp., 143 W. 20th St., New York

3 4 5 6
CRONITE Co., 88th & Hudson Blvd., North Bergen, N. J. 1 2 3 \*DOYLE, J. E., Co., 1220 W. Sixth St., Cleveland 13 1 2 3 4 5 6

### DOYLE INFRARED DRYERS AND HEATERS

for all types of printing presses and for all processing

THE J. E. DOYLE COMPANY 1220 West 6th St., Cleveland 13, Ohio

FOSTORIA Pressed Steel Corp., Fostoria, Ohio GAETJENS, Berger, Wirth, Inc., 35 York St., Brooklyn 1 GENERAL Electric Co., 1 River Rd., Schenectady, N.Y. GENERAL Research & Supply, 527 S. Division, Grand Rapids, Mich. Ropids, Mich.

1 2 4 5 6

HERBERT Products Inc., Linden Ave., Westbury, N.Y.

1 2 3 4 5 6

JUDSON Type, Inc., 151 W. 23rd St., New York 11

LANCE, Chester L., Co., 620 Browder St., Dallas 1 MARSHALL Son & Wheelock, Inc., 82 Lincoln, Boston 11 MURRAY, D. J., Mfg. Co., 1002-1024 Third, Wausau, Wis. ★OFFEN, B., & Co., 168 N. Michigan, Chicago PETERSEN Mfg. Corp., 18 Sebago St., Clifton, N. J. RATHBUN & Bird Co., 379 W. Broadway, New York SELAS Corp. of America, Dresher, Pa.

STATIC Eliminator Co., 239 Centre St., New York 13 TRANE Co., La Crosse, Wis.

WESTINGHOUSE Electric Corp., P.O. Box 868, Pittsburgh WIEGEND, E. L., Co., 7500 Thomas, Pittsburgh 8

### **HEAT-SET INKS (see Inks, Standard)**

HEATING, VENTILATING SYSTEMS

CARRIER Corp., Carrier Pkwy., Syracuse 1, N.Y.
HERBERT Products Inc., 180 Linden Ave., Westbury, N.Y.
MERCHANTS & Evons Co., 2035 Woshington, Philadelphia
TRANE Co., Le Crosse, Wis.
WESTINGHOUSE Electric Corp., P.O. Box 868, Pittsburgh
WIEGEND, E. I., Co., 7500 Thomas, Pittsburgh 8
WING, L. J., Mfg. Co., Linden, N. J.

### HINGED PAPER COVERING MACHINE GELB Co., Joseph, 52 Arlington St., Newark 2

HOISTS, PAPER ROLL AUTOQUIP Corp., 1140 S. Washtenaw, Chicago 12
COFFING Hoist Div., Duff-Norton Co., 2709 Proble Ave.,
Pittsburgh 30
ECONOMY Engineering Co., 4511 W. Lake St., Chicago
GENERAL Sales & Eng. Co., Div. of Davis Machinery Co.,
4525 N. Clark St., Chicago 40
GOSS Co., Div. of MGD, Inc., 5601 W. 31st St., Chicago
LEWIS-Shepard Products, Inc., 125 Walnut, Watertown
72 Mars. 72, mass.
REVOLVATOR Co., 2000 86th St., North Bergen, N. J.
SHAW Box, Crane & Hoist Div., Manning, Maxwell &
Moore, Inc., Muskegon, Mich.
YALE & Towne Mfg. Co., 11,000 Roosevelt, Philadelphia

HOT SPOT CARBONIZING EQUIPMENT

DOVEN Div., Appleton Machine Co., 618 S. Oneida St., Appleton, Wis. HAMILTON Teel Co., 900 Hanover, Hamilton, Ohio \$SCHRIBER Mach. Co., 4900 Webster St., Dayton, Ohio

### **HUMIDIFIERS** (see Air and Paper Conditioners)

**HUMIDORS, MATRIX (Stereotype)** 

HAMILTON Tool Co., 900 Hanover St., Hamilton, Ohio SHAW Machine & Tool Co., 1151 Temple, Los Angeles 12



### IMAGE REVERSERS, STRAIGHT LINE

CONSOLIDATED International Equipment & Supply Co., 1030 W. Chicago Ave., Chicago 22 GELB, Co., Joseph, 52 Arlington St., Newark 2

### IMAGE REVERSING LENSES STRAIGHT LINE

AMSTERDAM Continental Types & Graphic Equipment Inc., 268 Fourth Ave., New York 10

### IMPRESSION LEAD, ELECTROTYPERS

BLATCHFORD Div., National Lead Co., 111 Broadway, New York REYNOLDS Metals Co., 2500 S. Third St., Louisville, Ky.

### INDEX CUTTING MACHINES

CRAWLEY Book Mchy. Co., 328 Keturah, Newport, Ky. MONTGOMERY Co. Inc., Box 309, Towanda, Pa. MULLER, Chas. A., Co., 133 Lafayette St., New York NYGER-Dahly Co., 1422 W. Altyeld St., Chicago SOUTHWORTH Machine Co., 30 Warren, Portland, Me.

### INDEXING FOR TRADE

1 Edge 2 Step 3 Thumb FINCK, C. E., Indexing Co., 157 Hudson, New York 13 1 2 3

### **INDEX TABS**

AIGNER, G. J., Co., 426 S. Clinton St., Chicago 7 BEAVERITE Products, Inc., Beaver Falls, N.Y. BUCHAN Looseleaf Records Co., 420 S. Penn. St., Clifton Heights, Pa.

BURKHARDT Co., 3817 W. Fort, Detroit 16

BURKHARDT Co., 3817 W. Fort, Detroit 16

DENNISON Manufacturing Co., Framingham, Mass.

INDEX Seles Corp., 1313 W. Congress \$1., Chicago 7

MELIND, Louis, Co., 352 W. Chicago Ave., Chicago 10

SPEED Products Co., 32-01 Queens, Long Island City, N.Y.

WILSON Jones Co., 209 S. Jefferson St., Chicago 6

### **INK-ADJUSTING COMPOUNDS**

AMSTERDAM Continental, 268-276 Fourth Ave., New AMSTERDAM Commence, Vork 10 ANCHOR Chemical Co., Inc., 829 Bergen St., Brooklyn ANDERSON-Prichard Oil Corp., 1000 Liberty Bank Bldg., Oklahoma City 2, Okla.
BARTA-Griffin Co., 72 Commercial St., Worcester 1, Mass. BOWERS Printing Ink Co., 2655 W. Irving Park Rd., Chicago 18

BOWERS Printing Ink Co., 2655 W. Irving Park Rd., Chicago 18 BRADEN Surphin Ink Co., 3650 E. 93rd St., Cleveland BRAZNELL Co., 2227 Walnut, St. Louis 3 BUCKEYE Printing Ink Co., 480 S. Pearl, Columbus 15, O. CALIFORNIA Ink Co., 545 Sansome, San Francisco 11 CANADA Printing Ink Co., Box 265, Postal Station "N," Toronto 14, Ont., Con. & CENTRAL Compounding Co., 1718 N. Damen Ave., Chicago 47

CANADA Printing Ink Co., Box 265, Postel Station "N," Toronto 14, Ont., Can.

\*\*CENTRAL Compounding Co., 1718 N. Damen Ave., Chicago 47
CHEMICAL Color & Supply Co., Div. Sun Chemical Co., 2820 W. Grand Ave., Chicago
CONSOLIDATED Printing Ink Co., 431 N. Griggs, St. Paul 4, Minn.
CRESCENT Ink & Color Co., 464 N. Fifth St., Philadelphia DUROL Co., P.O. Box 335, New Paltz, N,Y.
EAGLE Printing Ink Div. Sun Chemical Corp., 10th St. & 44th Ave., Long Island City 1, N.Y.
FINNE-DETRICK, Inc., 415 W. 55th St., New York 19
\*\*FLINT! Ink Corp., 2546 Clark Ave., Detroit 9
GAETJENS, Berger & Wirth, Inc., 33 York, Brooklyn 1
\*\*GENERAL Printing Ink Co., Div. Sun Chemical Corp., 750 Third Ave., New York 17
HERRICK, William Co., Ink Co., Maple St. & Erie R.R., East Rutherford, N. J.
HILL-Hentschel Co., 3928 Clayton Ave., St. Louis 10
INDIANA Chemical & Mfg. Co., 517 S. Alabama St., Indianapolis 4
\*\*INTERCHEMICAL Corp., Printing Ink Div., 67 W. 44th St., New York 36
KELLY, E. J., Co., Div. Sun Chemical Corp., 1807 N. Pitcher St., Kalamaxoo 13F, Mich.
KOHL & Madden Printing Ink Co., 1132 S. Jefferson St., Chicago

\*\*INTERCHEMICAL Corp., Printing Ink Div., 67 W. 44th McCult-HEON Bres. & Quality, Inc., 2653 N. Reses St., Philadelphia

\*\*EINTERCHEMICAL Corp., Printing Ink Co., 1132 S. Jefferson St., Chicago

\*\*TRECK, James L., 47 High St., W. Orange, N. J.

\*\*ROBERTS, Lewis, Co., 72 Union St., Newark 5

\*\*ROBLETS, Lewis, Co., 72 Union St., Newark 5

\*\*SIEBOLD, J. H., & G. B., 130 Varick, New York 13

\*\*KSIEBOLD, J. H., & G. B., 130 Varick, New York 51

\*\*SINCLARIA & Valentine Co., 611 W. 129th, New York 25

\*\*SIEBOLD, J. H., & G. B., 130 Varick, New York 27

\*\*SIEBOLD, J. H., & G. B., 130 Varick, New York 27

\*\*SIEBOLD, J. H., & G. B., 130 Varick, New York 27

\*\*SIEBOLD, J. H., & G. B., 130 Varick, New York 27

\*\*SIEBOLD, J. H., & G. B., 130 Varick, New York 27

\*\*SIEBOLD, J. H., & G. B., 130 Varick, New York 27

\*\*SIEBOLD, J. H., & G. B., 130 Varick, New York 27

\*\*SIEBOLD, J. H., & G. B., 130 Varick, New York 27

\*\*SIEBOLD, J. H.,

SUNNYSIDE Oil Co., 5530 N. Wolcott, Chicago 40
SUPERIOR Printing Ink Co., 295 Lafayette, New York 12
TRIANGE Ink & Color Co., 329 E. 291h St., New York
ULLMAN, Sigmund, Inks, Gen. Prt. Ink Div. Sun Chemical
Corp., 1010 44th Ave., Long Island City J., N.Y.
WINSLOW Ink Corp., 110 Greene St., New York 12

### INK DRIERS

INK DRIERS

ACME Printing Ink Co., 1419 W. Carroll, Chicago 7

\*ANCHOR Chemical Corp., 829 Bergen St., Brooklyn
ARTCO Printing Ink Corp., 1715 W. Canal, Milwaukee 3
ARTCRAFT Ink Co., 340 St. Joseph St., New Orleans
BARTA-Griffin Co., 72 Commercial, Worcester 1, Mass.
BOWERS Printing Ink Co., 2655 W. Irving Park, Chicago
BRADEN Sutphin Ink Co., 3650 E. 93rd St., Cleveland
BRAZNEL Co., 227 Walnut, St. Louis 3
CALIFORNIA Ink Co., 545 Sansome, San Francisco 11
CANADA Printing Ink Co., Bex 265, Postal Station "N,"
Toronto 14, Ont., Can.
CHEMICAL Color & Supply Co., Div. Sun Chemical Corp.,
2820 Grand Ave., Chicago
CONSOLIDATED Printing Ink Co., 431 N. Griggs St.,
St. Paul 4, Minn.

2820 Grand Ave., Chicago
CONSOLIDATED Printing Ink Co., 431 N. Griggs St.,
St. Paul 4, Minn.
CRESCENT Ink Co., 464 N. Fifth St., Philadelphia 23
DRISCOLL, Martin, & Co., 610 Federal St., Chicago
EAGLE Printing Ink Co., Div. Sun Chemical Corp., 10th
St. & 44th Ave., Long Island City 1, N.Y.
FINNE-Detrick, Inc., 415 W. 55th St., New York 19
★FINT Ink Corp., 2546 Clark Ave., Detroit 9
GAETJENS, Berger & Wirth, Inc., 35 York, Brooklyn 1
★GENERAL Printing Ink Co., Div. Sun Chemical Corp.,
750 Third Ave., New York 17
HELLMUTH, Charles, Printing Ink Corp., 154 W. 18th St.,
New York 11
HERBERT Praducts Inc., 180 Linden Ave., Westbury, N.Y.
HERRICK, Wm. Co., Inc., Ink Co., Maple St. & Erie R.R.,
East Rutherford, N. J.
HICKOK, W. O., Mfg. Co., Harrisburg, Pa.
HILL-Mentschell Co., 3928 Clayton Ave., St. Louis 10
INDIANA Chemical & Mfg. Co., 517 S. Alabama St.,
Indianapolis 4
★INTERCHEMICAL Corp., Printing Ink Div., 67 W. 44th
St., New York 36

K

THE



KELLY, E. J., Div. Sun Chemical Corp., 1807 N. Pitcher St., Kalamazoo 45, Mich. KOHL & Madden Printing Ink Co., 1132 S. Jefferson St.,

Chicago 7 LEVEY, Fredk. H., Co., 380 Madison, New York 17 MC CUTCHEON Bros. & Quality, Inc., 2653 N. Reese St.,

MC CUTCHEON Bros. & Quality, Inc., 2633 N. Reess St., Philadelphia MEINERS, Bernhard, Inc., 265 Canal St., New York 13 MCRRILL, Geo. H., Co., Div. Sun Chemical Corp., 10th St. & 44th Ave., Long Island City 1, N.Y. MORRISON Printing Ink Co., 1051 Power, Cleveland 14 OXY-Dry Sprayer Corp., 1134 W. Montrose, Chicago 13 ROBERTS, Lewis, Inc., 72 Union St., Newark 5, \$18EBOLD, J. H. G. B., 150 Varick, New York 51 \$51NCLAIR & Valentin Co., 611 W. 129th, New York 27 SLEIGHT Metallic Ink Co., 900 S. Clinton St., Chicago SUPERIOR Printing Ink Co., 295 Lafayette, New York 12 TRIANGLE Ink & Color Co., 329 E. 29th, New York 16 ULIMAN, Sigmund, Inks, Gen. Prt. Ink Div. Sun Chemical Corp., 1010 44th Ave., Long Island City 1, N.Y. WIEGEND, E. L., Co., 7500 Thomas, Pittsburgh 8 WILSON, W. D., Printing Ink Co., 5-38 46th Ave., Long Island City 1, N.Y. WINSLOW Ink Corp., 110 Greene St., New York 12

### INK, DRY COLORS

\*\*CALIFORNIA Ink Co., 545 Sansome, San Francisco 11
\*\*\*FLINT Ink Corp., 2546 Clark Ave., Detroit 9
\*\*\*GENERAL Printing Ink Div., Sun Chemical Corp., 10th
8. 44th Ave., Long Island City J, N.Y.
McCUTCHEON Bros. & Quality, Inc., 2653 N. Reese St.,
Phillodialphia Philadelphia
MONSANTO Chemical Co., Pigments Dept., Sun Chemical Corp., 309 Sussex St., Harrison, N. J.

\$SIEBOLD, J. H. & G. B., 150 Verick, New York 51
\$SINCLAIR & Valentine Co., 611 W. 129th, New York 27

### INKED RIBBONS

ADDRESSOGRAPH-Multigraph Corp., 1200 Babbitt Rd., Cleveland 17 AMERICAN Corbon Paper Co., Ennis, Tex. MITTAG & Volber, Inc., 76 Park, Park Ridge, N. J. REMINGTON Rand, Div. of Sperry-Rand Corp., 315 Fourth Ave., New York

### **INK MEASURING MACHINES**

LITHOGRAPHIC Technical Foundation, 131 E. 39th St., New York 16

### INK MILLS, MIXING MACHINES

DAY, J. H., Co., Div. of Cleveland Automatic Machine Co., 4932 Beech St., Cincinnati 12 EXCELLO Machine Co., 1615 College, S.E., Grand Rapids

7, Mich. KENT Machine Works, Inc., 37 Gold St., Brooklyn LEHMANN, J. M., Co., 568 New York, Lyndhurst, N. J. READ Standard Corp., 900-50 Richland Ave., York, Pa. ROSS, Charles, & Son Co., 148 Classon Ave., Socklyn

0

INK PANS AND BULBS, RULING MACH. HICKOK, W. O., Mfg. Co., Box 423, Harrisburg, Pa. McADAMS, John, & Sons, Inc., 20 Knight, Norwalk, Conn.

### **INK PASTE**

3

rè

ì.,

t.,

27

12

ai

19

th t.,

i-

ds

INK PASTE

★ANCHOR Chemical Co., Inc., 829 Bergen St., Brooklyn
BRADEN Sutphin Ink Co., 3650 E. 93rd St., Cleveland
CALIFORNIA Ink Co., 545 Sansome, San Francisco
CANADA Printing Ink Co., Box 265, Postal Station "N,"
Toronto 14, Ont., Can.
CHEMICAL Color & Supply Co., Div. Sun Chemical Corp.,
2820 W. Grand Ave., Chicago

★FIINT Ink Corp., 2546 Clark Ave., Detroit 9

★GENERAL Printing Ink Co., Div. Sun Chemical Corp.,
750 Third Ave., New York 17

HERRICK, William C., Ink Ce., Maple Street & Erie R.R.,
East Rutherford, N. J.

★INTERCHEMICAL Corp., Printing Ink Div., 67 W. 44th
St., New York 36

MCCUTCHEON Bros. & Quality, Inc., 2653 N. Reese St.,
Philadelphia
ROBERTS, Lewis, Inc., 72 Union St., Newark 5
ULLMAN, Sigmund, Inks, Gen. Prt. Ink Div. Sun Chemical
Corp., 1010 44th Ave., Long Island City 1, N.Y.

★SINCLAIR & Valentine, 611 W. 129th St., New York

### INK REDUCERS

(see Ink-Adjusting Compounds)

INK SIZES

ACME Printing Ink Co., 1419 W. Carrol Ave., Chicago 7

BRADEN Sutphin Ink Co., 3650 E. 93rd St., Cleveland

CALIFORNIA Ink Co., 545 Sansome, San Francisco

CHEMICAL Color & Supply Co., Div. Sun Chemical Corp.,

2820 W. Grand Ave., Chicago

FEINT Ink Corp., 2546 Clark Ave., Detroit 9

\*GENERAL Printing Ink Co., Div. Sun Chemical Corp.,

750 Third Ave., New York 17

HERRICK, William C., Ink Co., Maple St. & Erie R.R.,

East Rutherford, N. J.

\*INTERCHEMICAL Corp., Printing Ink Div., 67 W. 44th

St., New York 36

KELLY, E. J., Co., Div. Sun Chemical Corp., 1807 N.

Pitcher St., Kolamazoo 13F, Mich.

ROBERTS, Lewis, Inc., 72 Union St., Newark 5

ULLMAN, Sigmund, Div. Sun Chemical Corp., 1010 44th

Ave., Long Island City J, N.Y.

\*\*SINCLAIR & Valentine, 611 W. 129th St., New York

WINSLOW Ink Corp., 110 Greene St., New York

INK SKINNING, ANTI, COMPOUND \*ANCHOR Chemical Corp., 829 Bergen St., Brooklyn



AUTHORIZED ANCHOR DEALERS **EVERYWHERE** 

SOLD

BY

BOWERS Printing Ink Co., 2655 W. Irving Park, Chicago BRADEN-Sutphin Ink Co., 3650 E. 93rd St., Cleveland BRADEN-Sutphin Ink Co., 3650 E. 93rd St., Cleveland BRADEN-Sutphin Ink Co., 3650 E. 93rd St., Cleveland BRAZNELL Co., 2227 Walnut, St. Louis 3
CANADA Printing Ink Co., Postal Station "N," Toronto 14, Ont., Can.
CRESCENT Ink Co., 464 N. Fifth, Philadelphia GAETJENS, Berger & Wirth, Inc., 35 York, Brooklyn HELMUTH, Chas, Printing Ink Corp., 154 W. 18th St., New York 11
HERRICK, William C., Ink Co., Maple St. & Erie R.R., East Rutherford, N.J.
\*INTERCHEMICAL Corp., Printing Ink Div., 67 W. 44th St., New York 19
MONOGRAM Co., 150-152 N. Fifth St., Philadelphia ROBERTS, Lewis, Inc., 72 Union St., Newark 5 ROTHLAN Corp., P.O. Box 5074, St. Louis 15
\*SIBEOLD, J. H. & G. B., Inc., 150 Varick, New York 75INCLAIR & Valentine, 611 W. 129th St., New York 17 RIANGLE Ink & Color Co., 329 E. 29th, New York 16 ULLMAN, Sigmund, Co., Div. Sun Chemical Corp., 1010 44th Ave., Long Island City 1, N.Y.
WINSLOW Ink Corp., 110 Greene St., New York 12

### SPECIAL OFFER:

for a limited time, for only

\$14

you can own

### **COSTS FOR PRINTERS**

by Olive A. Ottaway

"most valuable book on costing in the graphic arts industry

Send check or money order to Book Dept.

The Inland and American Printer and Lithographer 79 W. Monroe St., Chicago 3, Ill.



### SPEED KING

FAST DRY HIGH FINISH INKS FOR LETTERPRESS AND OFFSET

INKS-SPECIAL

Andline (Flexographic Bread Wrapper Bronze, Powder, Dry Carbonizing (also Spot) Carton, Paper Box Collulose Tissue Ink Cold-Set Color Comic Decalcomenia Duplicator Inks Film-Staging, Topping, etc. Floxographic (See Analine) Fluorescent Food-Mark Gold in Paste Form Indellible for Stencil Marking Invisible Indelible for Stencil Markii
Invisible
Metal Decorating
Numbering Machine
Opaquing Photo Film
Parchment (Hot Wax)
Perfumed
Pigments, Aluminum
Pyroplastic (Rubber Base)
Soap Wrapper
Special Purpose
Steam Set
Steam Set
Stereotype Casting
Transfer
Water-Color
Water-Set
Watermark
Wrapper 20 21 22 23 24 25 26 27 28 29 30 31 32



# WEB PRESS COLORS

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 ACME Printing Ink Co., 1419 W. Carroll, Chicago 7 1 2 3 4 5 6 7 9 12 12 14 17 18 12 14 25 26 29
ADDRESSOGRAPH-Multigraph Corp., 1200 Babbitt Rd., Cleveland 17
ALUMINUM Co. of America, 801 Gulf Bldg., Pittsburgh 19
22 AMERICAN Carbon Paper Co., Ennis, Tex.

4
AMERICAN Numbering Machine Co., Atlantic & Shepherd
Aves, Brooklyn 8 AMERICAN TYPE FOUNDERS Co., 200 Elmora, Elizabeth B, N. J. ARTISTS Supply Co., 3194 E. 65th St., Cleveland 27 19 BARTA-Griffin Co., P.O. Box 808, Worcester 1, Mass. 2 3 5 24 26 17 BATES Mfg. Co., Orange, N. J. BATES Mfg. Co., Orange, N. J. 18 BEN DAY, Inc., 118 E. 28th St., New York City 16 19 BENSING Brothers & Deeney, Subsid. of Sun Chemical Corp., 3301 Hunting Park Ave., Philodelphia 29

1 2 5 6
13 17 18 19 22
24 25 26 29 30 31
BOTH, O. A., Corp., Nickerson Rd., Ashland, Mass.
22 BOWERS Printing Ink Co., 2655 W. Irving Park, Chicago 18 2 3 4 5 6 7 8 9 10
12 14 26 29 30 31
BRADEN Sutphin Ink Co., 3650 E. 93rd St., Cleveland
1 2 4 5 8 9 10
12 13 14 15 16 17 8 9 10
23 24 25 26 28 29 30 31 32
BRAZNELL Co., 2227 Walnut Street, St. Louis 3
5 17 BROWN Lindsay Paint Co., 2601 W. Grand, Chicago 12 

1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21 22
23 24 25 26 27 28 29 30 31 32
CANADA Printing Ink Co., Box 265, Postal Station "N,"
Toronto 14, Ont., Can.
1 2 3 4 5 6 8 9 10
12 14 16 17 20 21
23 24 25 26 28 29 30 32
CAPITOL Printing Ink Co., 821 Third, Des Moines 1, Ia. 26 5 17 30 31 32 CAPITOL Printing Ink Co., Inc., 806 Channing Pl., N.E., Washington 18, D.C. 26 5 17 31 10 Washington 18, D.C. 26 5 17 31 10

CARLSON, John P., Inc., 420 Carroll St., Brooklyn

2 5 8 9

12 4 25 26 29 30 31

CHEMICAL Color & Supply Co., Div. Sun Chemical Corp., 2820 W. Grand Ave., Chicago

2 4 CHICAGO Prig. Ink Co., 205 W. Wacker Dr., Chicago 6

CONSOLIDATED Printing Let. Co. 2021 Channel Co. 23 26 30
DOVEN Div., Appleton Machine Co., 618 S. Onedia St.,
Appleton, Wis. DRISCOLL, Martin, & Co., 610 Federal St., Chicago 5 1 DUROL Co., P.O. Box 335, New Pairx, N.Y.
FINNE-Detrick, Inc., 415 W. 55th 5t., New York 19
1 24 25 26 79

★FLINT Ink Corp., 2546 Clark Ave., Detroit 9
1 2 3 4 5 6 8 9 10
12 13 14 15 16 8 9 10
12 13 14 15 16 20 21
23 24 25 26 27 28 29 30
★FORCE, Wm. A., & Co., 216 Nichols Ave., Brooklyn 8 GAETJENS, Berger & Wirth, Inc., 35 York St., Brooklyn 17 28 29 ★GENERAL Printing Ink Co., Div. Sun Chemical Corp., 750 Third Ave., New York 17 1 2 17 20 21 24 25 26 28 31 GENERAL Research & Supply Co., 527 S. Division St., Grand Rapids, Mich. 9 GOTHAM Ink & Color Co., 5-19 47th Ave., Long Island City 1, N.Y. GUTHRIE Ceramic & Labelling Machine Co., 424 Pitt St., Windsor, Ontario, Can. GOULD Service, 8835 E. Forest, Detroit 14 HELLER Roberts Mfg. Co., 700 Jamaica Ave., Brooklyn 8 HERRICK, Wm. C., Ink Co., Inc., Maple St. & Erie R.R., East Rutherford, N. J. HICKOK, W. O., Mfg. Co., Box 423, Harrisburg, Pa. HILL-Hentschel Co., 3928 Clayton Ave., St. Louis 10 1 2 5 8 9 17 18 19 20 21 22 24 25 26 30 24 25 26 30 HUBER, J.M., Corp., 1478 Chestnut Ave., Hillside, N. J. 24 26 30 ILLINOIS Bronze Powder Co., 2023 S. Clark, Chicago 16 INCO Co., 2372 W. 7th St., Cleveland 14 12 4 5 17 18 20 23
INTERCHEMICAL Corp., Printing Ink Div., 67 W. 44th
\$1, New York 36
1 2 3 4 5 7 8 9 10
12 14 16 17 18 20 22
23 24 25 26 29 30 31 32



KELLY, E. J., Div. Sun Chemical Corp., 1867 N. Pitcher St., Kalamazoo 45, Mich. 24 25 26

6 7 8 9 10 11 17 18 19 20 21 22 28 29 30 31 32 3 4 14 15 25 26 16 27

# VAPORIN FOR WEB-FED ROTARY PRESSES

LEVEY, Fredk. H., Co., 380 Madison Ave., New York 17
1 2 5 6 8
12 14 17 20 22 24 25 26 \*\*MARSET, Inc., 1186 Broadway, New York MARSH Stencil Machine Co., Belleville, III. MATTHEWS, Jas. H., & Co., 3814 Forbes St., Pittsburgh
13 15 17 18
MC CUTCHEON Bros. & Quality, Inc., 2653 N. Reese St., 5

12 24 25 26 17 MEINERS, Bernhard, Inc., 265 Canal St., New York 13 26 28 MELIND, Louis, Co., 3524 N. Clark St., Chicago 13 MITTAG & Volger, Inc., 76 Park Ave., Park Ridge, N. J. 15 10 MONK, C. O., Co., Inc., 212 N. Bentalou St., Baltimore
1 2
12 24 26 17

12 24 26 17

MORRILL, Geo., H., Co., Div. Sun Chemical Corp., 1010

44th Ave., Long Island City 1, N.Y.

8 9 MORRISON Printing Ink Co., 1051 Power, Cleveland 14 12 26 5 8 32 NYGREN-Dahly Co., 1422 Altgeld St., Chicago 14

OHIO Bronze Powder Co., 1120 E. 152nd, Cleveland 10 OLSEN-Mark Corp., 124 White St., New York 13 PAYSON'S Indelible Ink Co., Northampton, Mass.

15 POLYCHROME Corp., 2 Ashburton Ave., Yonkers, N.Y.

POPE & Gray, Inc., 17 Industrial, W., Allwood, N. J. 2 3 5 10 23 24 14 26 17 POPE & Gray, Inc., 72 Jan., 82 Jan., 82

★ROLL-O-Graphic Corp., 133 Prince, New York 12

SCHWARM & Jacobus Co., 1216 Jackson St., Cincinnati 2 3 4 5 6 7 8 9 10 23 24 25 26 17 18 30 22 SHANNON Luminous Materials Co., 7356 Santa Monica Blvd., Hollywood 46, Calif. 12 16 29 15 SCOUNTY STATES CO. 1 18 3 6 8 16 150 Variet New York 51

#SIEBOLD, J. H. & G. B., Inc., 150 Varick, New York 51
4 5 6 8 9 21 22
24 25 28 31 24 25 28 31

★SINCLAIR & Valentine Co., 611 W. 129th, New York 17
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21 22
23 24 25 26 27 28 29 30 31

SLEIGHT & Hellmuth, Inc., 900 S. Clinton, Chicago
2 3 5 6 9

STAFFORD, S. S., Inc., 609 Washington, New York 14 14 15 10 STEEL City Printing Ink Co., 281 Corliss St., Pittsburgh SUPERIOR Printing Ink Co., 295 Lafayette, New York 12

SWITZER Brothers, Inc., 4732 St. Clair Ave., Cleveland 3

TRIANGLE Ink & Color Co., 329 E. 29th, New York 16 ULIMAN, Sigmund, Inks, Gen. Prl. Ink Div. Sun Chemical Corp., 1010 44th Ave., Long Island City 1, N.Y.

24 25 26

ULIMAN, Sigmund, Inks, Gen. Prl. Ink Div. Sun Chemical Corp., 1010 44th Ave., Long Island City 1, N.Y.

24 5 26

21

WILSON, W. D., Printing Ink Co., 5-38 46th Ave., Long Island City 1, N.Y.

WINSLOW Ink Corp., 110 Greene St., New York 12



### INKS-STANDARD

Color Process
Color Process
Color Process
Color Color

5 6 7 8 9 10 11



ACME Printing Ink Co., 1419 W. Carroll, Chicago 7 12 13 15 ADDRESSOGRAPH-Multigraph Corp., 1200 Babbitt Rd., Cleveland 17 AMERICAN Carbon Paper Co., Ennis, Tex.

BARTA-Griffin Co., P.O. Box 808, Worcester 1, Mass. BENSING Brothers & Deeney, Subsid. of Sun Chemical Corp., 3301 Hunting Pork Ave., Philadelphia 29 1 13 9 BOTH, O. A., Corp., Nickerson Rd., Ashland, Mass.

BOWERS Prty. Ink Co., 2655 W. Irvin Park, Chicago 18 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 BRADEN Supphin Ink Co., 3650 E. 93rd St., Cleveland 1 3 5 6 7 8 9 11 13 14 BRAZNELL Co., Inc., 2227 Walnut St., St. Louis 3

BUCKEYE Printing Ink Co., 480 S. Paarl, Columbus 15, O. 12 3 6 7 8 C. E. B. Printing Ink Co., 817 W. Washington, Chicago 7 CALIFORNIA Ink Co., 545 Sansome, San Francisco 11 1 2 3 4 5 6 7 8 9 10 11

1 2 3 4 5 6 7
12 13 14 15
CAMDEN Ink & Color Co., 1001 Market, Camden, N. J.
CANADA Printing Ink Co., Box 265, Postal Station "N,"
Toronto 14, Ont., Can.
1 3 4 5 6 7 8 9 10 11
14 15
CARLED Printing Ink Co., 821 Third St., Des Moines, Ia. CAPITOL Printing Ink Co., 821 Third St., Des Moines, Ia.

CAPITOL Printing Ink Co., Inc., 806 Channing Pl. N.E., Washington 18, D.C. 1 3 5 6 7 8 9

1 3 5 6 7 8 9

CARLSON, John P., Inc., 420 Carroll St., Brooklyn
1 2 3 5 6 7 8 9 CARMICHAEL Printing Ink Co., 1151 Oxford, Rd., N.E.,

CLEVELAND Printing Ink Co., 1260 W. 4th, Cleveland 13 1 3 15 5 7 8 9 11 CONSOLDATED Printing Ink Co., 431 N. Griggs St., St.

Paul 4, Minn.
1 2 3 4 5 6 7 8 9 10 11
12 14 CORKPAK Co., Inc., 70 Argyle, New Rochelle, N.Y.

CRESCENT Ink Co., 464 N. Fifth St., Philadelphia 23 1 13 14

CRONITE Co., 88th & Hudson, North Bergen, N. J.

CROWE Printing Ink Co., 724 N. Third, Philadelphia 23 1 3 5 6 7 8 9 DAVIDSON Corp., Subs. of Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5

DREDGE, A., Ruling Pen Co., 105 Johnson, Hackensack,

DRISCOLL, Martin & Co., 610 Federal St., Chicago FAUST, Rudolph, 628-632 Degraw St., Brooklyn 17 FINNE-Detrick, Inc., 415 W. 55th St., New York 19

#FLINT Ink Corp., 2546 Clark Ave., Detroit 9
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15



GAETJENS, Berger & Wirth, Inc., 35 York St., Brooklyn

T3 14 5 6 7 9 13 14 GENERAL Printing Ink Co., Div. Sun Chemical Corp., 750 Third Ave., New York 17 1 13 3 4 5 6 7 8 9 11 GOLD Leaf and Metallic Powders Inc., 145 Nassau St., New York 38 GOTHAM Ink & Color Co., 5-19 47th St., Long Island City 1, N.Y.

GRADY & Neary Ink Co., 429 W. Superior St., Chicago HERRICK, Wm. C., Ink Co., Maple St. & Erie R.R., East Rutherford, N. J. 3 5 6 7 8 9 11

HICKOK, W. O., Mfg. Co., Box 423, Harrisburg, Pa. HILL-Hentschel Co., 3928 Clayton Ave., St. Louis 10

HUBER, J. M., Corp., 1478 Chestnut Ave., Hillside, N. J. 1 3 4 5 6 7 11 15 ILLINOIS Bronze Powder Co., 2023 S. Clark, Chicago 16 INCO Co., 2372 W. 7th St., Cleveland 13

\*INTERCHEMICAL Corp., Printing Ink Div., 67 W. 44th 51., New York 36 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15



# **GEMTONE\***

Fast-Drying Inks for **Sheet-Fed Press Work** 

IN

AC

BAI

BOY

BRA

BRA

CAL

THE

KELLY, E. J., Div. Sun Chemical Corp., 1807 N. Pitcher St., Kalamazoo 45, Mich. 1 3 4 5 7 9 1 3 4 5 7 9 KOHL & Madden Printing Ink Co., 1132 S. Jefferson St., Chicago 7

LEVEY, Fredk. H., Co., Inc., 380 Madison, New York 17 MANUFACTURERS Printing Ink Corp., 1 Main, Brooklyn 1

MARKEM Machine Co., 150 Congress St., Keene, N. H. ★MARSET, Inc., 1186 Broadway, New York 1

MCADAMS, John, & Sons, Inc., 20 Knight, Norwalk, Conn. MC CUTCHEON Bros. & Quality, Inc., 2653 N. Reese St.,

Philadelphia 1 2 3 14 15 5 6 7 8 9 MEINERS, Bernhard, Inc., 265 Canal St., New York 13

MEYER, E. W., Co., 407 E. Michigan St., Milwaukee MONK, C. O., Co., Inc., 212 N. Bentalou St., Baltimore 7

MORRILL, Geo. H., Co., Div. Sun Chemical Corp., 1010
44th Ave., Long Island City 1, N.Y.
1 3 15 7 9 11 1 3 15 7 9 11

MORRISON Printing Ink Co., 1031 Power Ave., Cleveland 14
1 2 3 15 5 6 7 8 9 11

PACIFIC Coast Div. Sun Chemical Corp., 1425 Folsom St., San Francisco 3

★PECK, James I., 47 High St., West Orange, N. J. POLYCHROME Corp., 2 Ashburton Ave., Yonkers 2, N.Y.



5 6 7 8 9 10 11



st

e în

17

1

it.,

10

ON

# OFFSET INKS

FOR PAPER AND METAL

POPE & Gray, Inc., 17 Industrial, W., Allwood, N. J. PRESCOTT, H. S., 28 Dunn St., Springfield 4, Mass. ROBERTS, Lewis, Inc., 72 Union St., Newark 5

### OFFSET GOLD INK IN 4 SHADES

handles as easily as standard inks

ROLL-O-GRAPHIC CORP. 133 PRINCE ST., N.Y., GRamercy 5-8760

★ROLL-O-Graphic Corp., 133 Prince St., New York 12 ROTO Ink Corp., 909 S. Kostner Ave., Chicago 24 SCHWARM & Jacobus Co., 1216 Jackson St., Cincinnati 10 SHANNON Luminous Material Co., 7356 Santa Monica Blvd., Hollywood 46, Calif.

SHELTON Color Corp., 16 Lafayette, Hackensack, N. J. ★SIEBOLD, J. H. & G. B., Inc., 150 Varick, New York 51

1 2 3 4 5 6 7
12 13 14 5 6 7

\*\*SINCLAIR & Valentine Co., 611 W. 129th, New York 17
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15

SLEIGHT & Hellmuth Inc., 900 S. Clinton St., Chicago
7 8 9 10 11

13 14
STEEL City Printing Ink Co., 281 Corliss St., Pittsburgh
5 7 9 11

SUPERIOR Printing Ink Co., 295 Lafayette, New York 12 TRIANGLE Ink & Color Co., 329 E. 29th St., New York

ULUMAN, Sigmund, Inks, Gen. Prt. Ink, Div. Sun Chemical Corp., 10th & 44th, Long Island City 1, N.Y.

2 3 4 5 7 8

WHALEY'S Metallic Powders, Freistatt, Mo.

WILSON, W. D., Printing Ink Co., 5-38 46th Ave., Long Island City 1, N.Y.

1 13 WINSLOW Ink Corp., 110 Greene St., New York 12 1 3 5 6 7 8 9

### **INK TANKS**

GOSS Co., Div. of MGD, Inc., 5601 W. 31st St., Chicago ROSS, Charles & Son, Co., 148-156 Classon, Brooklyn

### INK VARNISHES AND LACQUER

1 Lacquer 2 Varnish 2

ACME Printing Ink Co., 1419 W. Carroll, Chicago 7

ALLIED Finishing Specialties Co., 2610 W. Grand Ave., Chicago 12

\*ANCHOR Chemical Corp., 829 Bergen St., Brooklyn

BAER Bros., 438 W. 37th St., New York 18

BARTA-Griffin Co., P.O. Box 808, Worcester 1, Mass. BENSING Brothers & Deeney, Subsid. of Sun Chemical Corp., 3301 Hunting Park Ave., Philadelphia 29

BLATCHFORD Div., National Lead Co., 111 Broadway, New York 6

BOWERS Printing Ink Co., 2655 W. Irving Park, Chicago 6 BRADEN Sutphin Ink Co., 3650 E. 93rd St., Cleveland

BRAZNELL Co., Inc., 2227 Walnut St., St. Louis 3

BUCKEYE Printing Ink Co., 480 S. Pearl, Columbus 15, O.

CALIFORNIA Ink Co., 545 Sansome, San Francisco 11

CAMDEN ink & Color Co., 1001 Market St., Camden, N. J. CANADA Printing Ink Co., Box 265, Post Station "N," Toronto 14, Ont., Can.

★ CENTRAL Compounding Co., 1718 N. Damen, Chicago CHEMICAL Color & Supply Co., Div. Sun Chemical Corp., 2820 W. Grand Ave., Chicago

CHICAGO Printing Ink Co., 179 N. Wells St., Chicago

CONSOLIDATED Printing Ink Co., 431 N. Griggs St., St.

CRESCENT Ink Co., 464 N. Fifth St., Philadelphia 23 DRISCOLL, Martin, & Co., 610 Federal St., Chicago

DUROL Co., P.O. Box 335, New Paltz, N.Y.
FINNE-Detrick, Inc., 415 W. 55th St., New York 19
#FLINT Ink Corp., 2546 Clark Ave., Detroit 9

GAETJENS, Berger & Wirth, Inc., 35 York St., Brooklyn 1

★GENERAL Printing Ink Co., Div. Sun Chemical Corp., 750 Third Ave., New York 17

GOTHAM Ink & Color Co., 5-19 47th St., Long Island City I, N.Y.

HERRICK, Wm. C., Ink Co., Maple St. & Erie R.R., East Rutherford, N. J. 2

HILL-Henschel Co., 3928 Clayton Ave., St. Louis 10 HILO Varnish Corp., 56 Stewart Ave., Brooklyn 6 HUBER, J. M., Corp., 1478 Chestnut Ave., Hillside, N. J.

ILLINOIS Bronze Powder Co., Inc., 2023 S. Clark St., Chicago 16

\*INTERCHEMICAL Corp., Printing Ink Div., 67 W. 44th St., New York 36



# OVERPRINT **VARNISHES** OF ALL TYPES

KELLY, E. J., Div. Sun Chemical Corp., 1807 N. Pitcher St., Kalamazoo 45, Mich.

KOHL and Madden Printing Ink Co., 1132 S. Jefferson St., Chicago 7

LEVEY, Fredk. H., Co., 380 Madison Ave., New York 17 MC CUTCHEON Bros. & Quality, Inc., 2653 N. Reese St., Philadelphia

MEINERS, Bernhard, Inc., 22 Albany, New York 6

MONSANTO Chem. Co., Merrimac Div., Everett 49, Mass. MORRILL, Geo. H., Ce., Div. Sun Chemical Corp., 1010 44th Ave., Long Island City 1, N.Y.

★PECK, James I., 47 High St., West Orange, N. J.

POLYCHROME Corp., 2 Ashburton Ave., Yonkers 2, N.Y.

POPE & Gray, Inc., 17 Industrial W., Allwood, N. J. ROBERTS, Lewis, Inc., 72 Union St., Newark 5

★SIEBOLD, J. H. & G. B., Inc., 150 Varick, New York 51

\*SINCLAIR & Valentine Co., 611 W. 129th, New York 27

SLEIGHT & Hellmuth, Inc., 900 S. Clinton St., Chicago 2 SUN Chemical Corp., 1010 44th, Long Island City 1, N.Y. SUPERIOR Printing Ink Co., 295 Lafayette, New York 12

ULLMAN, Sigmund, Inks, Gen. Prtg. Ink, Div. Sun Chem cal Corp., 1010 44th Ave., Long Island City 1, N.Y.

WILSON, W. D., Printing Ink Co., 5-38 46th Ave., Long Island City 1, N.Y.

WINSLOW Ink Corp., 110 Greene St., New York 12

### **INSERTING MACHINES**

BARKLEY & Dexter, 30 Frankfort St., Fitchburg, Mass.
CHRISTENSEN Machine Co., 100 Fourth St., Racine, Wis.
FRIDEN, Inc., San Leandro, Calif.
HICKOK, W. O., Mfg. Co., Box 423, Harrisburg, Pa.
\*\*MAGNACRAFT Mfg. Co., 7739 S. Kedxie, Chicage 29



### JIG SAWS, DRILLING MACHINES

BERRY Machine Co., 716 N. First St., 5t. Louis 2
BOICE-Crane Co., 930 W. Central Ave., Toledo 6, Ohio
CRAWLEY Book Mchy. Co., 328 Keturah, Newport, Ky.
HOE, R., & Co., Inc., 910 E. 138th St., New York.
MILWAUKEE Saw Trimmer Corp., 612 E. Clybourn St.,
Milwaukee 2
OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, III.
\*\*PIONEER Toledo Corp., 1130 Nebraska, Toledo, Ohio
\*\*\*RICHARDS, J. A., Co., 903 N. Pitcher St., Kalamazoo
135. Mich.

★WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa.

### **JOGGING MACHINES**

ABRAMS, M. L., Co., 1841 Prospect Ave., Cleveland \*AMERICAN Type Founders Inc., 200 Elmora Ave., Elizabeth, N. J. BRACKETT Stripping Machine Co., 505 Jackson St., To-

peka, Kan.

DOLLAHITE, K. T., Co., 106 W. 15th, Fort Worth, Tex.

\$LAWSON Co., Div. of MGD, Inc., 2011 Hastings St.,

Chicago 8

MACK Specialties Co., 18 E. Fourth St., Cincinnati 2

MAXSON Auto. Mchy. Co., 98 Granite, Westerly, R. I.

SCHEINKER, Ilya, Mach. Eng., 33 Great Jones, New York

SYNTRON Co., 375 Lexington Ave., Homer City, Po.

UNIVERSAL Jogger Co., 322 S. Fourth St., Minneapolis



### KNIVES, INK

RNIVES, ITAN
CALIFORNIA Ink Co., 545 Sansome St., San Francisco
\*\*GENERAL Printing Ink Co., Div. Sun Chemical Corp.,
750 Third Ave., New York 17
LAMSON & Goodnow Mfg. Co., Shelbourne Falls, Mass.
McKINLEY Litho Supply Co., 1623-39 John St., Cincinnati
TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn

### KNIVES, MAKEREADY, OVERLAY

\*\*AMERICAN Type Founders, Inc., 200 Elmora Ave., Elizabeth B, N. J.
CALIFORNIA Ink Co., 545 Sansome St., San Francisco CRONITE Co., Inc., 88th & Hudson, North Bergen, N. J. LAMSON & Goodnow Mfg. Co., Shelbourne Falls, Mass. McKINLEY Litho Supply Co., 1623-39 John St., Cincinnati NAZ-Dar Co., 469 Milwaukee Ave., Chicage 10 SEAL-O-Matic Dispenser Corp., 169 Murray St., Newark 5 181EBOLD, J. H. & G. B., Inc., 150 Varick, New York 13 TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn

### KODACHROME FILM CLEANER

\*ANCHOR Chemical Co., 829 Bergen St., Brooklyn 38 \*EASTMAN Kodak Co., 343 State St., Rochester 4, N.Y. MERIX Chemical Co., 1021 E. 55th St., Chicago ROSCO Laboratories, 29 Moore St., Brooklyn WILLIAMS, Brown & Earle, 904 Chestnut, Philadelphia 7



### LABELING MACHINES

EABELING MACHINES
BETTER Packages, Inc., Shelton, Conn.

★CHESHIRE, Inc., 1644 N. Honore St., Chicago 22
DICK Mailer Co., 137 W. Tupper St., Buffalo I
GUMMED Tape & Devices Co., 1318 60th St., Brooklyn
HAIDA Eng. Co., 34-11 Vernon, Long Island City I, N.Y.
KNOWLTON, M. D., Co., 47 Clarissa, Rochester, N.Y.

★MAGNACRAFT Mfg. Co., 7739 S. Kedzie, Chicago 22
MOORE, Kenneth J., & Co., 1778 W. Estes, Chicago 26
NEW Jarsey Machine Corp., 15th & Willow, Hoboken, N.J.
POTDEVIN Machine Co., 226 North St., Teterboro, N. J.

### LABEL PRINTING FOR THE TRADE

BRADFORD, Wm. H., Co., 702 Beacon St., Boston \*CAMEO Die & Label Co., 154 W. 14th, New York 11

### CAMEO DIE AND LABEL CO

LABELS & SEALS ON FOIL, PAPER, GUMMED, PRESSURE SENSITIVE

154 West 14th Street, New York 11, N. Y. ORegon 5-0228 2

FENTON Label Co., Coral & Buckles, Philadelphia 24 INTERNATIONAL Ticket Co., 50 Grafton Ave., Newark 4 LABELON Tape Co., 430 Atlantic Ave., Rochester 9, N.Y. TAURONE Label Co., 385 Gerard Ave., New York 51 WRAPTURE Inc., 133 32nd Ave., Flushing 54, N.Y. SPIELMAN Composing, Inc., 161 Lexington, Philadelphia

LACQUER SPRAYING EQUIPMENT (see Bordering, etc.)

### **LAMINATING MACHINES**

LAMINATING MACHINES

\*\*CHAMPLAIN Co., Inc., 88 Llewellyn, Bloomfield, N. J.
GENERAL Binding Corp., 1101 Skokie, Northbrook, III.
GENERAL Research & Supply Co., 527 S. Division St.,
Grand Rapids, Mich.
HAIDA Eng. Co., 34-11 Vernon, Long Island City, N.Y.
HUDSON-Sharp Machine Co., Subsid. of Food Machy. &
Chemical Corp., Green Bay, Wis.
HUMPHREY Design & Mfg., 16343 Euclid, E. Cleveland 12
INTA-ROTO Machine Co., P.O. Box 454, Richmond, Va.
KNIGHT Eng. & Machine Co., Clanton, Ala.
KOHLER System Co., 159 E. Chicago Ave., Chicago 11
LITHOID Inc., 232 Cleveland, Highland Perk, N. J.
MEISEL Press Mfg. Co., 944 Derchester Ave., Boston
MOORE, Kennerb J., & Co., 1778 W. Estes, Chicago Av.
PARRY, Samuel R., Machine Co., 222 Mill, Rochester, N.Y.
POTDEVIN Machine Co., 226 North St., Teterboro, N. J.
ROTOBOND Co., P.O. Box 69, Bound Brook, N. J.
WALDRON, John, Corp., P.O. Box 791, New Brunswick,
N. J.

### LAMINATING FOR THE TRADE

\*ARVEY Corp., 3500 N. Kimball Ave., Chicago 18

### ARVEY CORPORATION-

LAMCOTE ® CUSTOM LAMINATING

Servicing the Printing, Book Binding, Carta and Flexible Packaging industries. Custom laminating by our exclusive process of plastic films, foil, cloth, paper, or board. 3500 N. Kimball Ave., Chicago 18, Illinois INdependence 3-1400

LITHOGRAPHERS Finishing Co., 635 W. 54th St., New

### LAMPS, CAMERA & EXPOSURE

1 Arc Lamps
2 Flashing Lamps
3 Incandescent
4 Mercury Vapor
5 Pulsed Xenon
1 2 3 4
\*\*AMERICAN Speedlight Corp., 63-01 Metropolitan Ave.,
Middle Village 79, N.Y.

### IMPROVE QUALITY and ECONOMY IN '60 WITH

# **ASCORLUX**

PULSED XENON ARC LAMPS. CAMERA AND PRINTING LAMPS

### AMERICAN SPEEDLIGHT CORPORATION

A Modern '60 with Ascorlux MIDDLE VILLAGE 79, NEW YORK

\*AMERICAN Type Founders, Inc., 200 Elmora, Eliza-

AMSTERDAM Cont'l. Types and Graphic Equip., 268 4th Ave., New York 10

ATLAS Electric Devices Co., 361 W. Superior, Chicago 10

BROWN, W. A. Mfg. Co., 608 S. Dearborn, Chicago 5

\*CHEMCO Photoproducts Co., Charles, Glen Cove, N.Y.

CONSOLIDATED Int'l Equip. & Supply Co., 1030 W. Chicago, Chicago 22

DAVIDSON Corp., sub. Mergenthaler Linotype Co., 29 Ryersen, Brooklyn 5

DOUTHITT Corp., 680 E. Fort St., Detroit 26

FOSTORIA Pressed Steel Corp., Fostoria, O.

GELB, Joseph Co., 52 Arlington St., Newark 2, N. J.

#HARRIS-Seybold Co., Div. Harris-Intertype Corp., 4510

1 2 3 4 5 \*MACBETH Arc Lamp Co., 141 Berkley, Philadelphia 30

### 1909 over 50 years of service

CAMERA and PRINTING LAMPS CARBON ARC . XENON . INCANDESCENT arency Viewers . Carbons . Accessorie

### MACBETH ARC LAMP CO PHILADELPHIA 44, PENNA

MILLER-Trojan Co., 1083 W. Main St., Troy, Ohio

NATIONAL Steel & Copper Plate Co., 700 S. Clinton,

NAZ-Dar Co., 461 Milwaukee Ave., Chicago 10

★NUARC Co., Inc., 824 S. Western Ave., Chicago 12

PEASE, C. F., Co., 2601 W. Irving Park, Chicago 18 PHILLIPS & Jacobs, 622 Race St., Philadelphia 6

↑PITMAN, Harold M., Co., 515 Secaucus, Secaucus, N. J.

POLYGRAPHIC Co. of America, 310 E. 45th, New York 17

ROBERTSON Photo-mechanix, Inc., 7740 W. Lawrence, Chicago 31 1 2 \*STRONG Electric Corp., 87 City Park Ave., Toledo 1,

SULLEBARGER, E. T. Co., 114 Liberty St., New York 6 1 2 WILLIAMS, Brown & Earle, 904 Chestnut, Philadelphia 7

### LAYOUT, POSITIONING PAPER

AUGUSTINE Co., 135 W. Main, Marshalltown, Ia. \*HAMILTON Mfg. Co., Two Rivers, Wis. KEUFFEL & Esser Co., 300 Adams St., Hoboken, N. J.

### LENS CLEANER

LENS CLEANER

\*ANCHOR Chemical Co., 829 Bergen St., Brooklyn 38

\*CHEMCO Photoproducts Co., Charles, Gien Cove, N.Y.

DOUTHITT Corp., 680 E. Fort St., Detroit 26.

\*EASTMAN Kodak Co., Rochester 4, N.Y.

FISHER Scientific Co., 717 Forbes Ave., Pittsburgh 19

MALLINCKRODT Chemical Works, 2nd & Mallinckrodt

Sts., St. Louis 7

MERIX Chemical Co., 1021 E. 55th St., Chicago 15

NATIONAL Steel & Copper Plate Co., 700 S. Clinton,

Chicago 7

Chicago 7 NUCLEAR Products Co., 10173 E. Rush St., El Monte, Calif. PHILLIPS & Jacobs, 622 Race St., Philadelphia ROSCO Laboratories, 29 Moore St., Brooklyn 6 WILLIAMS, Brown & Earle, 904 Chestnut, Philadelphia

### LENSES, MIRRORS, PRISMS

AMSTERDAM Cont'l. Types & Graphic Eqp. Inc., 268 4th Ave., New York 10 BACHE, Semon, & Co., 636 Greenwich St., New York 14 BAUSCH & Lomb Optical Co., 68159 Bausch St., Roches-

ter 2, N.Y.

BRIDGEPORT Engravers Supply Co., 30 Grand St., Bridgeport 2, Conn.

BROWN, W. A. Mfg. Co., 608 S. Dearborn St., Chicago 5

BURKE & James, 321 S. Wabash Ave., Chicago 4

\*\*CHEMCO Photoproducts Co., Charles, Glen Cove, N.Y.

DOUTHITT Corporation, 680 E. Fort St., Detroit 26

FISHER Scientific Co., 717 Forbes, Pittsburgh 19

GENERAL Scientific Corp., 5151 W. 65th St., Chicago

GOERZ, C. P., American Optical Co., 317 E. 34th, New

York 16

Yark 16 GOODKIN, M. P., Co., 112 Arlington, Newark 2, N. J. NATIONAL Steel & Copper Plate Co., 700 S. Clinton,

Chicage 7 PICTORIAL Machinery Ltd., Crawley, Sussex, England REPRO Graphic Machines Inc., 180 Varick St., New York ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave.,

ROBERTSON Photo-mechanix, Inc., 7490 Lawrence Ave., Chicago 31
ROSCO Laboratories, 29 Moore St., Brooklyn
SULLEBARGER, E. T., Co., 114 Liberty St., New York 6
\*WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa.
WILLIAMS, Brown & Earle, 904 Chestnut, Philadelphia
\*ZARKIN Machine Co., 34-19 10th, Long Island City 6,

LETTERING INSTRUMENTS, TEMPLETS

AMSTERDAM Cent'l. Types & Graphic Eqp. Inc., 268
4th Ave., New York 10
FOTOTYPE, Inc., 1414 W. Roscoe St., Chicago 13
VARIGRAPH Ce., Inc., 841 W. Lakeside St., Madison, Wis.

### LIFTS, PAPER

1 Feeder Lifts
2 Automatic Skid
BERRY Machine Co., 716 N. First St., St. Louis 2

\*DEXTER Co., Div. of MGD, Inc., 2011 W. Hastings St., Chicago 8

ECONOMY Engineering Co., 4511 W. Lake, Chicago HAMILTON Tool Co., 980 Hanover, Hamilton, Ohio

1 2 \*LAWSON Co., Div. of MGD, Inc., 2011 Hastings St., Chicage 8

RATHBUN & Bird Co., 379 W. Broadway, New York

REVOLVATOR Co., 2000 86th St., North Bergen. N. J.

1 2 ROTARY Lift Co., 1054 Kansas St., Memphis, Tenn. SOUTHWORTH Machine Co., 30 Warren, Portland, Me.

### LIGHT TOTALIZER

ELECTRONIC Mechanical Products Co., 929 Atlantic Ave., Atlantic City, N. J. GELB, Joseph, Co., 52 Arlington St., Newark 2

### LIGHTING (ILLUMINATING) UNITS

A.O.W. Corp., 450 N. 9th, Elwood, Ind.
BENJAMIN Electric Mfg. Co., Des Plaines, III.
CURTIS-All Brite Lighting, Inc., 6135 W. 6th St., Chicage
FOSTORIA Pressed Steel Corp., Fostoria, Ohio
FRINK Corp., 27-01 Bridge Pl. N., Long Island City, N.Y.
GENERAL Electric Co., 1 River Rd., Schenectady 5, N.Y.
MACBETH Daylighting Corp., P.O. Box 950, Newburgh,
N.Y.

N.Y.
MILLER Company, 99 Center, Meriden, Conn.
SHANNON Luminous Materials Co., 7356 Santa Monica
Blvd., Hollywood 46, Calif.
SYLVANIA Electric Products Inc., 500 Fifth, New York 18
WESTINGHOUSE Electric Co., E. Pittsburgh, Pa.

### LITHOGRAPHIC INKS

(see Ink-Standard)

### LITHOGRAPHIC ROLLERS—(see Rollers)

LOOPING MACHINES (see Tag Machinery)

### LOOSE-LEAF BINDERS, PARTS, INDEXES AND SYSTEMS

AIGNER, G. J., Co., 426 S. Clinton St., Chicago BROCK & Rankin, 4501 W. 16th St., Chicago 23 BUCHAN Looseleaf Records Co., 420 S. Penn St., Clifton

BROCK & Rankin, 4501 W. 19th Nr., Chicago 49
BUCHAN Looseleaf Records Co., 420 S. Penn St., Clifton
Heights, Pa.
DILLEY Mfg. Co., 2703 E. Grand, Des Moines 17, Ia.
ELBE File & Binder Co., 649 Alden, Fall River, Mass.
ELLINGSWORTH Mfg. Co., 200 S. Peoria St., Chicago 7
FLEX-O-Coil Products Co., 3735 N. Mission, Los Angeles
GENERAL Binding Corp., 1101 Skokie, Northbrook, Ill.
GOES Lithographing Co., 42 W. 6-1st St., Chicago 21
HEINN Company, 326 W. Florida St., Milwaukee 4
INDEX Sales Corp., 1313 W. Congress St., Chicago 7
LEFAX Inc., 9th & Sansom Sts., Philadelphia 7
MICHELMAN, E. B., Co., 412 6th Ave., New York 11
NATIONAL Blank Book Co., Holyoke, Mass.
REMINGTON Rand, Div. of Sperry-Rand Corp., 315
FOUTH Ave., New York 10
SALES Tools Inc., 1700 W. Washington, Chicago 12
SHEPPARD, C. E., Co., 4401 21st, Long Island City 1, N.Y.
SMITH, S. K., Co., 2857 N. Western Ave., Chicago 18
STANDARD Mechanical Bindings Co., 1100 W. 3rd Ave.,
Columbus, Ohio
TENACITY Mfg. Co., Cooper & Hossa Sts., Cincinnati 15
TRUSSEL Mfg. Co., 200 S. Jefferson St., Chicago 6

### LUBRICANTS, OILS, GREASES

ALBANY Grease Co, 5 Stiles St., Linden, N. J.
\*ANCHOR Chemical Co., 829 Bergen St., Brooklyn 38
COOK'S, Adam, Sons, Inc., 5 N. Stiles St., Linden, N. J.
FEDERAL Mining & Mfg Co., 222 Kearney, Jersey City

FEDERAL Mining & Mfg Co., 222 Kearney, Jersey City 4, N. J.
FISKE Brothers Refining Co, Lubriplate Div., 129 Lockwood St., Newark 5, N. J.
GULF Oil Corporation, Gulf Building, Pittsburgh 30 ± LUDLOW Typograph Co., 2032 Clybourn, Chicago 14 MERIX Chemical Co., 1021 E. 55th St., Chicago 11 ± PECK, James I., 47 High St., West Orange, N. J.
PURE Oil Co., 35 E. Wacker Drive, Chicago 1
ROTHLAN Corp., P.O. Box 5074, St. Louis 15 ± SIEBOLD, J. H. & G. B., Inc., 150 Varick, New York 13 ± STEWART-Warner Corp., 1826 Diversey Pkwy., Chicago SUPERIOR Flake Graphite Co., 33 S. Clark, Chicago 3

M

PER SERVICE SE

THE

### **LUBRICATING EQUIPMENT**

BIJUR Lubricating Cerp., 151 W. Passaic St., Rochelle Park, III.

BOWSER, Inc., 1302 Creighton Ave., Ft. Wayne 2, Ind. EAGLE Mfg. Co., Wellsburg, W.Va.

PAASCHE Airbrush Co., Div. Cline Electric Mfg. Co., 1905 Diversey Parkway, Chicago 14

RIVETT Lathe & Grinder, Inc., 20 Riverview, Boston

\*STEWART-Warner Corp., 1826 Diversey Pkwy., Chicage



### MACERATING MACHINES

CHICAGO Box Mach. Works, 1810 W. Grand, Chicago 22 JOHNSTON Foil Mfg. Co., 6100 S. Broadway, St. Louis YOUNG Engineering Co., 2429 N. Sheffield, Chicago

### MACHINERY REPAIRING, MOVING, ERECTING

1 Repairing 2 Moving 3 Erecting

BERRY Machine Co., 716 N. First St., St. Louis 2

COOK, Obie L., Printing Equip. Co., 215 Houston, N.E.,

1 2 3 DIXIE Type & Supply Co., 930 Sixth, Birmingham 1, Ala.

EVER Ready Machinists, 137 W. 19th St., New York 11

LORENZ Printing Machine Co., 36-26 31st, Long Island

City, NY.
1 2 3

PAVYER Prig. Mach. Works, 600 S. Broadway, St. Louis 2

MAGNIFYING, REDUCING GLASSES
ABBEON Supply Co., 179-15 Jamaica, Jamaica 3, N.Y.
BACHE, Semon, & Co., 636 Greenwich St., New York 14
BAUSCH & Lomb Optical Co., 68159 Bausch, Rochester,

N.Y.
CORPAK Co., Inc., 146.

N.Y.
CORPAK Co., Inc., 146.

DOUTHITT Corp., The, 680 E. Fort St., Detroit
EDROY Products Co., 480 Lexington Ave., New York 7
FOSTER Mfg. Co., 140 N. 13th, Philadelphia 7
GLOGAU & Co., 1914 W. Birchwood, Chicago
MONOMELT Co., 1611 Polk St. N.E., Minneapolis 13
NATIONAL Steel & Copper Plate Co., 700 S. Clinton,
Chicago 7

NATIONAL Steel & Copper Plate Co., 700 S. Clinton, Chicago 7
NAZ-Dar Co., 461 Milwaukee Ave., Chicago 10
ORTLEB Machinery Co., 3818 Laclede Ave., St. Louis 8
OSTRANDER-Saymour Co., 1710 N. 25th, Melrose Park, III.
PAGE, Robert R., 41 Union Square, New York 5
PHILLIPS & Jacobs, 622 Race 5t., Philadelphia
\*\*PITMAN, Harold M., Co., 515 Secaucus, Secaucus, N. J.
\*\*SIEBOLD, J. H. & G. B., Inc., 150 Varick, New York
STANLEY Electric Tools, New Britain, Conn.
SULLEBARGER, E. T., Co., 114 Liberty St., New York 6
WILLIAMS, Brown & Earle, 904 Chestnut, Philadelphia 7
ZEISS, Carl, Inc., 485 Fifth Ave., New York

### MAILING TUBES AND BAGS

1 Bags 2 Tubes Brooklyn Mailing Device Co., 2330 S. First, Brooklyn 11

### MAILING WRAPPER PASTING DEVICES

AMES Bag Co., 2200 Selma Ave., Selma, Ala.
AMES Safety Envelope Co., 21 Vine St., Somerville, Mass
+CHESHIRE, Inc., 1644 N. Honore St., Chicago 22
+MAGNACRAFT Mfg. Co., 7739 S. Kedzie, Chicago

### **MAKEUP GAUGES** (see Gauges and **Testing Instruments)**

### MALLETS

5

15

ty

14

13

22

MALLE 13
ACCURATE Steel Rule Die Mfrs., 22 W. 21st, New York 10
AMERICAN Fubricators, 22 W. 21st St., New York 10
NEW Plastisc Corp., 1026 N. Sycamore, Los Angeles
THOMPSON Cabinet Co., Lake St., Ludington, Mich.
UNITED Shoe Machinery Corp., 140 Federal St., Boston
UNITED States Rubber Co., 1230 Ave. of the Americas, New York 20 UNITED Stereotype & Supply Co., Box 38, West Lynn,

WRIGHT Mfg. Co., P.O. Box 6567, Houston 1

### MANAGEMENT CONSULTANTS

GRAPHIC Arts Industry, Inc., 1104 Currie, Minneapolis REMINGTON-Rand, Div. of Sperry-Rand Corp., 315 Fourth Ave., New York

J. W. ROCKEFELLER & Associates, 640 Morris Tnpk., Short Hills, N.

SIMPSON, J. M., 120 Liberty St., New York 6

### MAPS FOR THE TRADE

★HAMMOND, C. S. & Co., 515 Valley, Maplewood, N. J.



### MARKING MACHINES

MARKING MACHINES
BECK, Charles, Machine Corp., 44 Church Rd., King of
Prussia, Pa.

VARITYPER Corp., Subsid. of Addressograph-Multigraph
Corp., 728 Frelinghausen Ave., Newark S, N. J.
FERGUSON, J. S., Co., P.O. Box 1226, Joliet, III.
FFORCE, Wm. A., & Co., 216 Nichols Ave., Brooklyn 8
HELLER Roberts Mfg. Co., 700 Jamaica Ave., Brooklyn 8
HOE, R., & Co., Inc., 910 E. 138th St., New York 54
JOSLIN, A. D., Mfg. Co., Manistee, Mich.
MARKEM Machine Co., 150 Congress St., Keene, N. H.
MARSH Sencil Co., 707 E. B. St., Balleville, III.
MATTHEWS, Jas. H., & Co., 3814 Forbes St., Pittsburgh

MELIND, Louis Co., 3524 N. Clark St., Chicago 13 OLSEN-Mark Corp., 124 White St., New York 13 PERRLESS ROII Leaf Co., 4511 New York, Union City, N. J. POPPER & Sons, Inc., 300 4th Ave., New York 10 STAFFORD Engraving Co., 229 N. Penn, Indianapolis 6 UNITED Shoe Machinery Corp., 140 Federal St., Boston

### MARKING MACHINE, ROTOGRAVURE CYLINDER

HOE, R., & Co., Inc., 910 E. 138th St., New York 54 STONE, Thos. & George M., 502 Mulberry St., Newark

### MATERIAL HANDLING EQUIPMENT (see Trucks)

### MATERIAL MAKING MACHINES (see Composing Machines and

Supplies—Casters, Lead, Rule, Strip & Base)

### MATRIX PAPERS

MATRIX PAPEKS
ALBEMARLE Paper Mfg. Co., Box 2189, Richmond, Va.
CORKPAK Co., Inc., 70 Argyle Ave., New Rochelle, N.Y.
DUDLEY, Kenneth E., Box 806, Hagerstown, Md.
PARKER, Joseph, & Sons Co., 1155 Whalley, New Haven
15, Conn.
STANDARD Paper Mfg. Co., Box 1554, Richmond, Va.
WOOD Flong Corp., 551 Fifth Ave., New York 17
WRENN Paper Co., Middletown, Ohio

### MAT ROLLERS

AMSTERDAM Cont'l. Types & Graphic Eqp. Inc., 268
4th Ave., New York 10
GOSS Co., Div. of MGD, Inc., 5601 W. 31st St., Chicago
HOE, R., & Co., 910 E. 138th St., New York 54
OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, Ill.
SCOTT, Walter, & Co., 235 South Ave., Plainfield, N.Y.
SHAW Machine & Tool Co., 1151 Temple, Los Angeles 12

### MATS, FLOOR

ACE Lite Step Co., 1708 S. State, Chicago 7 AMERICAN Floor Products, 4922 Wisconsin Ave. N.W., Washington 16, D.C. UNITED States Rubber Co., 1230 Ave. of the Americas, New York 20

MATS, STEREOTYPE (Dry)
BEVERIDGE Paper Co., 717 W. Washington, Indian-

apolis 4
BURGESS Cellulose Co., Freeport, III.
CORKPAK Co., Inc., 70 Argyle Ave., New Rochelle, N.Y.
DORSEY'S Printers Supply Co., Inc., 125 Pontotoc, Mem-

DORSET'S Frintes Sepp., phis, Ten, phis, Ten, phis, Ten, phis, Ten, phis, Ten, PloNEER Rubber Engrain Co., 21 E. 17th, New York 3 RAPID Electrotype Co., 126 W. McMicken, Cincinnati 14 WOOD Flong Corp., 551 Fifth Ave., New York 17

### **MAT TRIMMERS**

MAI TRIMMERS
COES Knife Co., 72 Coes St., Worcester, Mass.
COSS Co., Div. of MGD, Inc., 5601 W. 31st St., Chicago
HOE, R., & Co., 910 E. 138th St., New York 54
OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, Ill.
SEAL-O-Matic Dispenser Corp., 169 Murray St., Newark 5
SHAW Machine & Tool Co., 17151 Temple, Los Angeles
STA-HI Corp., 1235 W. Washington, Whitter, Calif.
UNITED Stereotype & Supply Co., Box 38, West Lynn,
Mass.

### METAL AND METAL FLUX

AMSTERDAM Continental, 268-276 Fourth, New York 10 BELMONT Smelling & Refining Works, Inc., 330 Belmont Ave. Brooklyn 7 BLATCHFORD Div., National Lead Co., 111 Broadway,

BLATCHFORD Div., National Lead Cc., 111 Broadway, New York
EMPIRE Metal Cc., 820 E. Water St., Syracuse 3, N.Y.
FARRELLOY Co., 1243-45 N. 26th St., Philadelphia 21
FEDERATED Metals Div., American Smelting & Refining
Co., 120 Broadway, New York 15
FOUNDRY Chemical Co., 36-08 Review Ave., Long Island
City 1, N.Y.
GARDINER Metal Co., 4820 S. Campbell St., Chicago
IMPERIAL Type Metal Co., 1800 S. 54th Ave., Chicago
INDIANA Chemical & Mfg. Co., 517 S. Alabama St.,
Indianapolis 25
JOHNSON Gas Appliance Co., 520 "E" Ave., Cedar
Rapids, Ia.

JOHNSON Gas Appliance Co., 320 E Ave., Cool. Repids, Ia.
Repids, Ia.
KELLY Metal Corp., Humboldt & Calyer St., Brooklyn
MERCHANT & Evans Co., 2035 Washington, Philadelphia
METALS Refining Co., Box 109, Hammond, Ind.
PITTSBURGH White Metal Co., 284 Hamilton, Brooklyn 31
STAR Parts, Inc., S. Main St., S. Hackensack, N. J.
UNITED American Metals Eastern Div., 970 Meeker Ave.,
Brooklyn 22
VALENTI Metal Corp., 985 Grand St., Brooklyn

### **METAL, DUMPED, SEPARATORS**

UNITED American Metals Eastern Div., 970 Meeker Ave., Brooklyn 22

### **METAL MOLDS**

IMPERIAL Type Metal Co., 1800 5, 54th Ave., Chicago \*MERGENTHALER Linotype Co., 29 Ryerson, Brooklyn 5 MISSOURI-Central Type Foundry, 705 E. Murdock Ave., Wichita 5, Kan.

NOLAN Corp., 1333 E. Dominick, Rome, N.Y. STAR Parts, Inc., S. Main St., S. Hackensack, N. J. UNITED American Metals Eastern Div., 970 Meeke Brooklyn 22

### **METAL POTS**

METAL POTS

ACME Electric Heating Co., 1217 Washington, Boston 10

ELECTRIC Heating Co., 8616 Madison, South Gate, Calif.

GOSS Co., Div. of MGD Inc., 5601 W. 31st St., Chicago
HAMMOND Machinery Builders, Inc., 1600 Douglas Ave.,
Kolamazoo, Mich.

HOE, R., & Co., Inc., 910 E. 138th St., New York 54

IMPERIAL Type Metal Co., 1800 S. 54th Ave., Chicago 50

INDEPENDENT Electric Machinery Co., Inc., 300 Southwest Blvd., Kanssa City, Mo.

\*INTERTYPE Co., Div. of Harris-Intertype Corp., 360

Furman St., Brooklyn

KEMP, C. M., Mfg. Co., 405 E. Oliver, Baltimore 2

\*LUDLOW Typograph Co., 2021 Clybourn, Chicago 14

MARGACH Mfg. Co., 82 Beekman, New York

\*MERGENTHALER Linotype Co., 29 Ryerson, Brooklyn 5

MISSOURI-Central Type Foundry, 705 E. Murdock St.,
Wichita, Kan.

NOLAN Corp., 1333 E. Dominick St., Rome, N.Y.

SHAW Machine & Tool Co., 1151 Temple, Los Angeles 12

STAR Parts, Inc., S. Mein St., S. Hackensack, N. J.

UNITED American Metals Eastern Div., 970 Meeker Ave.,

### MITERING MACHINES

CRAFTSMEN Machinery Co., 75 W. Dedham St., Boston MISSOURI-Central Type Foundry, 705 E. Murdock St., MISSOURI-Central Type
Wichita, Kan.
ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chicago
TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn
WALLIN Printers Supply Co., 309 S. 13th, Omaha 2, Neb.

### MOISTURE-SET INKS—See Inks, Special: Water-set

### MOLDING PRESSES, DIRECT PRESSURE,

LEAD, MATS, PLASTIC, WAX
GOSS Co., Div. of MGD, Inc., 5601 W. 31st \$1., Chicago
HOE, R., & Co., 910 E. 138th \$1., New York 54
LAKE Erie Machinery Corp., P.O. Box 68, Buffalo 17
MERIX Chemical Co., 1021 E. 55th \$1., Chicago
MONOMELT Co., Inc., 1611 Polk, N.E., Minneapolis 13
OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, III.
STEREOTEX Co., 33 Crescent, Scituate, Mass.
\*WILLIAMSON & Co., P.O. Box 71, Caldwell, N. J.

### MOLESKIN AND MOLLETON

AND TYPES & Graphic Eqp. Inc., 268 4th Ave., New York 10
BEST, Edward H., Co., 210 Lincoln St., Boston 5
CORKPAK Co., Inc., 70 Argyle Ave., New Rochelle, N.Y.
#GENERAL Printing Ink Co., Div. Sun Chemical Corp.,
750 Third Ave., New York 17
GODREY Roller Co., 215 N. Camac St., Philadelphia
#INTERCHEMICAL Corp., Printing Ink Div., 67 W. 44th
St. New York 19

★INTERCHEMICAL Corp., Printing Ink Div., 67 W. 44th St., New York 19 McKINIEY Litho Supply Co., 1623 John, Cincinnati, Ohio POLYCHROME Corp., 2 Ashburton Ave., Yonkers, N.Y. ROBERTS & Porter, Inc., 555 W. Adams St., Chicago ★SIEBOLD, J. H. & G. B., Inc., 150 Varick, New York 51 WRAPTURE Inc., 133 32nd Ave., Flushing 54, N.Y.

# MORTISER, TYPE

NOLAN Corp., Rome, N.Y. \*\*RICHARDS, J. A., Co., 903 N. Pitcher St., Kalamazoo 13F. Mich. ROUSE, H. B., & Co., 2114 N. Wayne Ave., Chicago

### MOTORS, CONTROLS, DRIVES

MOTORS, CONTROLS, DRIVES
ALLEN-Bradley Co., 136 W. Greenfield, Milwaukee
ALLIS-CHALMERS Mfg. Co., 1127 S. 70th, Milwaukee 1
ALLIS, Louis, Co., 427 E. Stewart St., Milwaukee 1
ALLIS, Louis, Co., 427 E. Stewart St., Milwaukee 7
CENTURY Electric Co., 1806 Pine St., St. Louis 3
CHICAGO Electric Co., 1806 Pine St., St. Louis 3
CHICAGO Electric Mfg. Co., 3405 W. 47th St., Chicago
CLINE Electric Mfg. Co., 3405 W. 47th St., Chicago
CLITLER-Hammer, Inc., 315 N. 12th St., Milwaukee
ELECTRON Equip. Corp., Box 229, South Pasadena, Calif.
EMERSON Electric Mfg. Co., 8100 Florissant, St. Louis 21
FAIRBANKS Morse & Co., 600 S. Michigan, Chicago 5
GENERAL Electric Co., 1 River Road, Schenectady S, N.Y.
HORTON Mfg. Co., 1179 15th Ave., S.E., Minneapolis
LINK-Belt Co., Prudential Plaza, Chicago
MONITOR Controller Co., 51 S. Gay St., Beltimore
NORTHWESTERN Electric Co., 408 S. Hoyne, Chicago 12
OILGEAR Co., 1560 W. Pierce St., Milwaukee 4
REEVES Pulley Co., Div. of Reliance Electric & Eng. Co.,
1722 7th St., Columbus, Ind.
STAR-Farist Inc., S. Main St., S. Hackensack, N. J.
STERLING Electric Motors, 5401 Telegraph, Los Angeles
WAGHER Electric Corp., 6400 Plymouth, St. Louis 14
WESTINGHOUSE Electric Corp., 6400 Plymouth, St. Louis 14
WESTINGHOUSE Electric Corp., 6400 Plymouth, St. Louis 14

### How to Sell Printing Creatively.

By Mendel Segal. \$25.35 for first copy, \$20.35 for additional copies. Excellent comprehensive book on selling with principles, techniques and charts. Send check or money order to Book Dept., The Inland and American PRINTER and LITHOGRAPHER, 79 W. Monroe, Chicago 3, III.

### MOUNTING AND FINISHING FOR THE TRADE (also see Bookbindery

Services for the Trade)

Services for the Trade)

1 Bevel Edging
2 Creasing, crimping, scoring
3 Die cutting
4 Easel mounting
5 Folding and sealing
6 Gumming
7 Hinging
8 Mounting-maps, litho
9 Pebbling
10 Plastic Cooting
11 Scorching
12 Swatching
13 Tobbing
14 Tipping
15 Tubing
16 Varnishing, lacquering
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16
CE Finishing Co., 120 N. Green, Chicago 7
AIGNER, G. J., Co., 426 S. Clinton, Chicago 18 13

★ARVEY Corp., 3500 N. Kimball Ave., Chicago 18
3 4 10

BARRETT Bindery Co., 1330 W. Monroe, Chicago
3 4 CHILCOTE Co., 2140 Superior Ave., Cleveland
1 2 3 4

CONTINENTAL Disk Starkbirg Co. 502 W. 541 C.

CONTINENTAL Die & Finishing Co., 503 W. 56th St., New

CRAWFORD Co., John W., 160 Varick St., New York 13

3 16 6 10
FISHER Bookbinding Co., Inc., 228 E. 45th, New York
2 3 4 5 6 7 8 9
12 13 14 15 15
FOUNTAIN Die Cutting Corp., 34 Hubert, New York 13
FOX & Fox Inc., 120 Elm St., Buffalo 3
GARDEN State Mtg. & Fin. Co., 106 Adams, Newark, N.J.
2 3 4 6 20 15 Baff St. Do. Majora 14 Lawrence

GARDEN Store mile.

2 3 4

HAWKEYE Bindery Co., 815 Park St., Des Moines 14, Ia.
HULTBERG, Inc., Erik, Plainfield, N. J.

3 16

LANSKEY Die Cutting Co., 473 President, Brooklyn
1 2 3 4 5 6 7 8

1 2 3 4 5 6 7 8
12 13 14
LIEDTKE Bros. Co., 522 S. Clinton, Chicago 5
2 3 4 5
LITHOGRAPHERS Finishing Co., 635 W. 54th 51., New

York 2 3 5 6 10 McKENNA & PHELPS, Inc., 207 E. 12th St., New York 3 O'BRIEN Finishing Co., 310 E. 22nd St., New York

PRINTERS Finishing & Mfg. Co., 611 William, Baltimore

2 3 4 6 8

2 3 4 6 8
SERVICE Die Cutting Co., 340 Hudson St., New York 13
SPIELMAN Composing, Inc., 161 Lexington, Philadelphia
3 TAUBER'S Bookbindery, Inc., 200 Hudson, New York 2 3 4 12 13 14 15

**MULTIPLE NEGATIVE MACHINES** (see Photo Composing Machines -Step-and-Repeat)



### **NAILING MACHINES**

DOUTHITT Corp., 680 E. Fort St., Detroit 26
HELLER Roberts Mfg. Corp., 6151 Carnegie, Cleveland
HOE, R., & Co., 910 E. 138th St., New York 54
OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, III.
PHILLIPS & Jacobs, 622 Race St., Philadelphia
UNITED Shoe Machinery Corp., 140 Federal St., Boston
\*WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa.

### NAILS, BLOCKING (BRADS)

AMERICAN Steel & Wire Co., Rockefeller Bidg., Cleveland 13 DOUTHITT Corp., 680 E. Fert St., Detroit 26 PHILLIPS & Jacobs, 622 Race St., Philadelphia

### **NEGATIVE, PRINT DRYING CABINETS**

AMSTERDAM Cont'l. Types & Graphic Eqp. Inc., 268
4th Ave., New York 10
4CHEMCO Photoproducts Co.. Charles, Glen Cove, N.Y.
DOUTHITT Corp., 680 E. Fort St., Detroit 26
FOSTER Mfg. Co., 140 W. 13th St., Philadelphia 7
GELB, Joseph, Co., 52 Arlington St., Newark 2
MERIX Chemical Co., 1021 E. 53th St., Chicage
PHILLIPS & Jacebs, 622 Race St., Philadelphia
SIMPLEX Specialty Co., 116 W. 14th, New York 11

### **NEGATIVE CABINETS**

ANGLE Steel Stool Co., 127 Oak St., Plainwell, Mich. BAR-PLATE Mfg. Co., Boston Post Rd., Orange, Conn. \*CHALLENGE Mchy. Co., First St., Grand Haven, Mich. \*CHEMCO Photoproducts Co., Charles, Glen Cove, N.Y. DOUTHITT Corp., 680 E. Fort St., Detroit 26

★HAMILTON Mfg. Co., Two Rivers, Wis. LYON Metal Products, P.O. Box 671, Aurora, III. ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave., Chicage 31

### **NEWSPAPER COLOR ATTACHMENTS**

GOSS Co., Div. of MGD, Inc., 5601 W. 31st, Chicago 50 HOE, R., & Co., Inc., 910 E. 138th St., New York 54 SCOTT, Walter, & Co., 535 South Ave., Plainfield, N. J. WOOD Newspaper Mchy. Corp., 501 Fifth, New York 17

### **NEWSPAPER FILES AND RACKS**

NEWSPAPER FILES AND KACKS
BERGER Mfg. Co., Div. Republic Steel Corp., 1038 Belden
Ave., N.E., Canton 5, Ohio
EQUIPTO Div. Aurora Eapt. Co., Aurora, III.
#HAMILTON Mfg. Co., Two Rivers, Wis.
REMINGTON-Rand, Div. of Sperry-Rand Corp., 315 Fourth
Ave., New York
ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chicago
THOMPSON Cabinet Co., Lake St., Ludington, Mich.

### **NEWSPAPER HEADING MATS** IMPRINT Matrix Co., Charlotte, N. C.

### **NEWSPAPER AND MAGAZINE REELS, TENSIONS**

\*\*CAMERON Machine Co., 61 Poplar St., Brooklyn 2
CLINE Electric Mfg. Co., 3405 W. 47th St., Chicago
GOSS Co., Div. of MGD, Inc., 5601 W. 31st St., Chicago
HOE, R., & Co., 910 E. 138th St., New York 54
KOHLER Systems Co., 139 E. Chicago Ave., Chicago
SCOTT, Walter, & Co., 225 South Ave., Plainfield, N. J.
WOOD Newspaper Mchy. Corp., 501 Fifth, New York 17

### **NEWSPRINT INKS—(see Inks—Standard)**

NITRAZINE PAPER, GRAVURE SQUIBB & Sons, E. R., 745 Fifth Ave., New York 22

### NUMBERING MACHINES

(see Counters, Daters, etc.)



### **OFFSET BLANKETS** (see Blankets, Press)

### OFFSET DIRECT PROJECTION MACHINES

GOODKIN, M. P., Co., 112 Arlington, Newark 2, N. J. \*LANSTON Monotype Co., Div. of Lanston Industries, Inc., 24th & Locust Sts., Philadelphia 1 \*RUTHERFORD Machinery Co., Div. Sun Chemical Corp., 401 Central Ave., E. Rutherford, N. J.

### OFFSET INKS—(see Ink—Standard)

### OFFSET PLATE GRAINING

ALIEN Associates, 1215 Primross St., Cincinnati 23 RB&P Chemical & Supply, 1640 N. 31st St., Milwaukee #SINCLAIR & Valentine Co., 611 129th St., New York TEITELBAUM, N. Sons, Inc., 261 Grand Concourse, Ne York 51 UNIFORM Graining Corp., 648 N. Western, Chicago 12

### **OFFSET-LITHOGRAPHIC SUPPLIES**

ADDRESSOGRAPH-Multigraph Corp., 1200 Babbitt Rd., Claveland 17 \*\*AMERICAN Type Founders Co., 200 Elmora, Eliza-beth B, N. J.

Branches in all principal cities.



\*ANCHOR Chemical Co., Inc., 829 Bergen St., Brooklyn \*ANSCO, General Aniline & Film Corp., 40 Cherles St., Binghamton, N.Y. BOYD, H. S., Co., Inc., 6325 E. 24th St., Tulsa, Okla. BRADEN-Sutphin Ink Co., 3650 E. 93rd St., Cleveland BUCKBEE Mears Co., Toni Bldg., St. Paul, Minc. \*CHEMCO Photoproducts Co., Charles, Glen Ceve, N.Y.



CORKPAK Co., Inc., 70 Argyle Ave., New Rochelle, N.Y. CRAFTINT Mfg. Co., 1615 Collamer Ave., Cleveland 10 DAVIDSON Corp., Subsid. of Mergenthaler Linotype Co., 29 Ryerson Sr., Brooklyn S. DOUTHITT Corp., 680 E. Fort St., Detroit 26 FOTOPLATE Co., 34 Oxford St., Newark 5 & GENERAL Printing Ink Co., Div. Sun Chemical Corp., 750 Third Ave., New York 17 GRAPHIC Arts Laboratories, Box 365, Hamilton, Ohio HALOID Xerox Inc., 2-20 Haloid St., Rochester 3, N.Y. & HARRIS-Seybold Co., Div. of Harris-Intertype Corp., 4510 E. 71st St., Cleveland 5 & INTERCHEMICAL Corp., Printing Ink Div., 67 W. 44th St., New York 19



JONES Graphic Products Co., 320 Broadway, S.E. Albu-querque, N. M. KELLER, George R., Inc., 1228 Mount Olive Rd. N.E., Washington, D.C.

### George R. Keller

Incorporated

Suppliers to the

## **GRAPHIC ARTS**

Washington, D. C. Baltimore, Md. Charlotte, N. C.

LEVEY Co., Frederick H., 380 Madison, New York 17
\*\*LITHO Chemical & Supply Co., 46 Harriet Pl., Lynbrook, N.Y.
\*\*LITHOPLATE, Inc., subsid. of Harris-Intertype Corp., 278 Arden Dr., Elmonte, Calif.
McKINLEY Litho Supply Co., 1623-39 John St., Cincinnati METZGER, Alfred E., Co., 30 Irving Pl., New York 3
\*\*MINNESOTA Mining & Mfg. Co., 900 Bush, St. Paul 6, Minn.

NORMAN-Willets Graphic Supply Co., 316 W. Washington St., Chicago 6
PHILLIPS & Jacobs, 622 Race St., Philadelphia
PHOTO Lithe Plate Graining Co., 1200 S. Baylis St.,
Baltimore.

★PITMAN, Harold M., Co., 33rd & 51st, Chicago 50



51st. AVE. AND 33RD ST. CHICAGO 50, ILL. 515 SECAUCUS ROAD EXT. SECAUCUS, N. J. BRANCHES: CLEVELAND & NEW YORK

POLYCHROME Corp., 2 Ashburton Ave., Yonkers 2, N.Y. PRINTING Developments, Inc., 9 Rockefeller Pl., New

York

\*RAPID Roller Co., 2538 S. Federal St., Chicago 16

\*RAPID Roller Co., 2538 S. Federal St., Chicago 16

\*R & P Chemical & Supply, 1640 N. 31st, Milwaukee 8

\*ROBERTS & Porter, Inc., 555 W. Adams St., Chicago

\*SIEBOLD, J. M. & O. B., 150 Varick, New York 13

\*TEANECK Chemical Co., Carlstadt, N. J.

\*TEITELBAUM, N., Sons, Inc., 261 Grand Concourse, New York 51 VARN Products Co., 26-15 123rd St., Flushing 54, N.Y.

### **OFFSET PLATES** (see Plates Made for Trade and Platemaking Material)

### **OFFSET REGISTERING CHASE**

\*LANSTON Monotype Co., Div. of Lanston Industries, Inc., 24th & Locust Sts., Philadelphia 1

### **OFFSET REGISTER RULE**

AMSTERDAM Cont'l. Types & Graphic Eqp. Inc., 268 4th Ave., New York 10 LITHOGRAPHIC Technical Foundation, 131 E. 39th St., New York 16

\*

TH

### OVENS, DRYING

OVENS, DRYING

ACME Electric Heating Co., 1217 Washington, Boston 18

AMPHERE Industries, Industrial Process Div., 60 Boston
St., Newark, N. J.

\*CHEMCO Photoproducts Co., Charles, Glen Cove, N.Y.

\*DOYLE, J. E., Co., 1220 W. 6th St., Cleveland 13

FOSTORIA Pressed Steel Corp., Fostoria, Ohio

GENERAL Research & Supply Co., 527 S. Division Ave.,

Grand Rapids, Mich.

PAASCHE Airbrush Co., Div. Cline Electric Mfg. Co.,

1905 Diversey Parkway, Chicago 14

POTDEVIN Machine Co., 226 North St., Teterboro, N. J.

\*WILLIAMSON & Co., Inc., P.O. Box 71, Coldwell, N. J.

**OVERLAYS, MECHANICAL** 

COLLINS, A. M., Mfg. Co., 226 Columbia, Philadelphia OLSEN-Mark Corp., 124 White St., New York 13 ULANO Products Co., 610 Dean St., Brooklyn 38 WALKER-Cameo Overlay Corp., 1374 Massachusetti Ave., Cambridge 38, Mass.



PACKAGING AND TYING MACHY.

PACKAGING AND TYING MACHY.

ACME Winter Corp., 1559 Niagara St., Buffalo 13

AMSCO Packaging Machinery, Inc., 31-31 48th Ave.,
Long Island City 1, N.Y.

ANDERSON, C. F., & Co., 3225 Celumet Ave., Chicago

BARKLEY & Dexter, 50 Frankfort St., Fitchburg, Mass.

BUNN, B. H., Co., 7605 Vincennes Ave., Chicago 20

CLINE Electric Mfg. Co., 3405 W. 47th St., Chicago 32

CORKPAK Co., Inc., 45 South St., Mt. Vernon, N.Y.

GOAT, Fred, Co., 314 Deen St., Brooklyn 10

KNOWLTON, M. D., Co., 47 Clarissa St., Rochester, N.Y.

†MINNESOTA Mining & Mfg. Co., 900 Bush Ave., St.

Paul 6, Minn.

\*MINNESCTA Mining & Mig. Co., 900 Bush Ave., 5t. Paul 6, Minn.
PAPER Coating & Converting Co., 611 William, Baltimore REDINGTON, F. B., Co., 112 5. Sangamon, Chicago 7 SIGNODE Steel Strapping Co., 2600 N. Western, Chicago STAUDE, E. G., Div., 850 Ladd Rd., Walled Lake, Detroit, Mich.
STOKES & Smith Co., Inc., Frankford, Philadelphia TIE Co., Unadilla, N.Y.

PADDING PRESSES

CARB-N-SET Business Forms, 3318 W. 2nd, Dayton 17, O. CHAMPION Mfg. Co., 824 N. Caldwell, Charlotte, N. C. ★DIDDE-Glaser, Inc., S. Highway & W. 12th, Emporia,

Kan.

DOLLAHITE, K. J., Co., 106 W. 15th St., Ft. Worth, Tex.

GUMMED Tape & Devices Co., 1069 Rogers, Brooklyn

SUTTER, O. W., Mfg. Co., 110 S. Brooke, Fond du Lac, Wis.

TELEMAT Corp., 21 Lafayette St., Worcester, Mass.

PAGE FRAMES

MYSTIK Adhesive Products, 2635 N. Kildare, Chicago 39 RIEHL Galley Lock Co., Inc., 748 E. 82nd, Cleveland 3 ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chicago 14

PAGING AND NUMBERING MACHINES

AMERICAN Numbering Machine Co., Atlantic & Shepherd Aves., Brooklyn 8 BATES Mg. Co., Orange, N. J. CORKPAK Co., Inc., 70 Argyle, New Rochelle, N.Y. \*FORCE, Wm. A., & Co., 216 Nichols Ave., Brooklyn 8 HELLER Roberts Mfg. Co., 700 Jamaica Ave., Brooklyn 8 HICKOK, W. O., Mfg. Co., Box 423, Harrisburg, Pa. MC ADAMS, John, & Sons, 20 Knight, Norwalk, Conn.

PAPER CLEANERS (Sheet and Web)

★CHAMPLAIN Co., Harrison Ave., Roseland, N. J. ★DOYLE, J. E., Co., 1220 W. Sixth St., Cleveland 13

DOYLE

PAPER CLEANING DEVICES

Automatically removes all dirt, dust, lint, loose edges and excess dry spray from surface of sheet before the impression. Steady, profitable running time without costly stops for washups. Better printing without hickies. For any sheet-fed or web press.

THE J. E. DOYLE COMPANY
1220 West 6th St., Cleveland 13, Ohio

OXY-DRY Sheet Cleaner Corp., 1134 W. Montrose Ave., Chicago 13 Chicago 13 ★SIMCO Co., 920 Walnut, Lansdale, Pa. ★VERNER, B., & Co., 52 Duane St., New York 7

### PAPER CUTTERS, TRIMMERS AND ACCESSORIES

(Also see Roll Leaf Cutters)

- Automatic Pow Cutting Sticks Knife Grinders Knives Label

5 Label
6 Lever
7 Power Gauge
8 Power, Hand Clamp
9 Rotary
10 Safety Guards
11 Sheeter, Roll
1 2 3 4 5 6 7 8 9 10 11
2 AMERICAN Type Founders, Inc., 200 Elmora Ave.,
Elizabeth B, N. J.
1 2

Branches in all principal cities.



1 2 3 4 5 6 7 8 9 10 11 \*\*AMERICAN Wood Type Mfg. Co., 42-25 Ninth, Long Island City 1, N.Y.

AMSTERDAM Cont'l. Types & Graphic Eqp. Inc., 268 4th
Ave., New York 10
1 2 3 4 5 6 7 8
APPLETON Machine Co., Appleton, Wis. AUTOMATIC Saw Co., 425 N. Senate, Indianapolis 4

BECK, Charles, Machine Corp., 44 Church Road, King of Prussia, Pa.

BOICE-CRANE Co., 930 Central Ave., Toledo 6, Ohio

BOLTON, John W., and Sons, Inc., Lawrence, Mass. BORG-Warner Corp., Atkins Saw Division, 402 S. Illinois St., Indianapolis 9

BRADLEY, Milton Co., 74 Park St., Springfield, Mass.

CALLENGE Mchy. Co., Grand Haven, Mich.

1 2 4 4 6 8 8 10

Challenge

### for POWER and LEVER PAPER CUTTERS 19" through 37"

See your local Challenge Dealer

★CHAMPLAIN Co., Harrison Ave., Roseland, N. J. ★CHANDLER & Price Co., 6000 Carnegie, Cleveland 3 CHAPMAN Knives & Saws, Inc., 504 S. Broadway, St. 1 2 6 8 COES Knife Co., 72 Coes St., Worcester 3, Mass.

COSS Knite Ce, 74

CONSOLIDATED International Equipment & Supply Co., 1030 W. Chicago Ave., Chicago 22

CORKPAK Co., 70 Argyle Ave., New Rochelle, N.Y.

CRAFTSMEN Machinery Co., 75 W. Dedham St., Boston 10 DAVIDSON Corp., Subsid. of Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5

\*DEXTER Co., Div. of MGD, Inc., 2011 W. Hastings St.,

2 4 5 7 DISSTON, Henry, Div., H. K. Porter Co., Inc., Unruh & Milnor Sts., Philadelphia 5

DOVEN Div., Appleton Machine Co., 618 S. Oneida St., Appleton, Wis. EMBOSSOGRAPH Corp. of America, 38 W. 21st St., New York 10

EVER READY Machinists, 137 W. 19th St., New York 11 FATE-Root-Heath Co., Inc., Plymouth, Ohio

FEIEREISEN, H. L., 1410 18th St., S.E., Codar Rapids, Ia. FREMONT Tool & Die Co., 432 N. Wood, Fremont, Ohio 5 GLOBE Mfg. Co., 2009 Kinsey St., Philadelphia 24 HANCHETT Mfg. Co., 906 N. State, Big Rapids, Mich.

#HARRIS-Seybold Co., Div. of Harris-Intertype Corp., 4510 E. 71st St., Cleveland 5
1 2 3 4 5 7 8
HEPPENSTALL Co., Pittsburgh

HICKOK, W. O., Mfg. Co., Box 423, Harrisburg, Pa. HOBBS Mfg. Co., 26 Salisbury St., Worcester 5, Mass. HOOPER, F. X., Co., Inc., Glen Arm, Md.

IRWIN Mfg. Co., 101 Main St., Garland, Pa.

JACQUES, John, & Son, 93 Webster, Worcester 3, Mass. LASTICKS, Inc., 119-10 Sutphin, Jamaica, L. I., N.Y.

\*LAWSON Co., Div. of MGD Inc., 2011 Hastings St., Chicago 8

LITH, Michael, Inc., 145 W. 45th St., New York 36 MAXSON Automatic Mchy. Co., 98 Granite, Westerly, R.I. MEISEL Press Mfg. Co., 944 Dorchester, Boston 25

MISSOURI-Central Type Foundry, 705 E. Murdock Ave., Wichita 5, Kan. NAZ-Dar Co., 469 Milwaukee Ave., Chicago 10 OHIO Knife Co., B.&O. R.R. & Dreman, Cincin

\*PACKER Mfg. Co., Inc., Green Bay, Wis.

PAVYER Prtg. Mach. Works, 600 S. Broadway, St. Louis 2

1 2 3 4 5 6 7 8 9 10 POWER Gauges, 304 Hudson St., New York 13 \*PRINTING Machinery Co., 436 Commercial, Cincinnati 2 ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave., Chicago 31 PŘINTING Materials Corp., 350 Hudson, New York 14

ROBINSON, John T., Co., 1476 River, Hyde Park, Mass. \*\*ROYAL Zenith Corp., 180 Varick, New York 14 RUESCH Co., 649 N. 4th St., Milwaukee 3 SANDBERG Mfg. Co., 1959 W. Fulton St., Chicago \*SHERIDAN, T. W. & C. B., Co., 220 Church, New York 13 \*SIEBOLD, J. H. & G. B., 150 Varick St., New York 13 SIMONDS Saw & Steel Co., 470 Main, Fitchburg, Mass.

4
SIMONDS Worden White Co., 617 Negley, Dayton 7, Ohio SMITH & Winchester Mfg. Co., South Windham, Conn. 1 2 4 Mg. 7 11 STANDARD Paper Box Mach. Co., 476 Broome, New York & Cleveland Control of the Control of th

1 4 5 6 7
THOMPSON Cabinet Co., Lake St., Ludington, Mich ★TURNER Printing Machinery, 6510 Euclid, Cleveland 3 1 2 4 5 7 UNITED Shoe Machinery Corp., 140 Federal St., Boston 7

1 3 4 WAPAKONETA Machine Co., Box 179, Wapakoneta, Ohio

PAPER-EQUIVALENT SCALE

HOCH, Fred W., & Assoc., 461 Eighth Ave., New York TESTING Machines, Inc., 72 Jericho, Mineola, L. I., N.Y. THWING-Albert Instr. Co., Penn & Pulaski, Philadelphia

PAPER PILE INVERTER

ABRAMS, M. L., Co., 1841 Prospect Ave., Cleveland WM. HOLLINGSWORTH Machine Co., 227 N. Holiday St., Baltimore 2 SOUTHWORTH Machine Co., 30 Warren, Portland, Me.

PAPER SKIDS AND PLATFORMS

PAPER SKIDS AND PLATFORMS

ALL STEEL Welded Truck Corp., 1149 Railroad Ave.,
Rockford, III.

CLINE Electric Mfg. Co., 4305 W. 47th St., Chicago
EQUIPTO Div. Aurora Equipment Co., Aurora, III.

KOHLER Systems Co., 159 E. Chicago Ave., Chicago
LEWIS-Shepard Products, Inc., 125 Walnut, Watertown
72, Mass.

MARKET Forge Co., 30 Garvey St., Everett 49, Mass.

NUTTING Truck & Castor Co., 1201 W. Division St.,
Faribault, Minn.

REVOLVATOR Co., 2000 86th St., North Bergen, N. J.

PASTERS, FLYING, FOR PRESSES (See Flying Pasters for Presses)

PEBBLING MACHINES (See Embossing Machines, Roller)

PENS, PAPER RULING

DREDGE, A., Ruling Pen Co., 105 Johnson, Hackensack. DREDGE, A., Ruling Pen Co., 105 Johnson, Hackensack, N. J.
HAWKEYE Bindery Co., 815 Park St., Des Moines 14, Ia.
HICKOK, W. O., Mfg. Co., Box 423, Harrisburg, Pa.
LINDBLADH Corp., 201 Morris St., Tolede 4, Ohie
4 YERNER, B., & Co., 52 Duane St., New York 7
WILLIAMS, Brown & Earle, 904 Chestrut, Philadelphia

PERFORATING MACHINES

BATES Mfg. Co., Orange, N. J.
HELLER Roberts Mfg. Corp., 6151 Carnegie, Cleveland 3
★LAWSON Co., Div. of MGD, Inc., 2011 Hastings St.,
Chicago 8 \*\*CAWSON Co., Div. of MGD, Inc., 2011 Hostings 31., Chicago 8
McADAMS, John, & Sons, 20 Knight, Norwalk, Conn.
NYGREN-Dahly Co., 1422 W. Altgeld St., Chicago
PIERCE Specialized Eqp. Co., 350 Peninsular Ave., San
Mateo, Calif.
\*\*ROSBACK, F. P., Co., 5th & Park, Benton Harbor, Mich.

PERFORATING, SLITTING AND **SCORING ATTACHMENTS (Press)** 

ACME Printing Appliance Co., 9455 Saymour Ave., Schiller Pork, III.

\*\*AMERICAN Wood Type Mfg. Co., 42-25 9th St., Long Island City 1, N.Y.



★BEALL, Jack, Vertical Service, 641 S. Dearborn, Chicago BOYD, H. S., Co., 6525 E. 24th St., Tulsa, Okla.
★CHAMPLAIN Co., Harrison Ave., Roseland, N. J.
★COWAN Pressroom Products, Inc., 1651 Cosmos St., Hollywood 28, Calif.
HAMILTON Tool Co., 900 Hanover St., Hamilton, Ohio
★HARRIS-Seybold Co., Div. of Harris-Intertype Corp.,
4510 E. 71st St., Cleveland 5
ORTLEB Machinery Co., 3818 Laclede Ave., St. Louis
SANDY HILL Iron & Brass Works, 27 Allen St., Hudson Falls, N.Y.

### PHOTOCOMPOSING (Step & Repeat) MACHINES

MACHINES

AMSTERDAM Cont'I. Types & Graphic Eqp. Inc., 268 4th Ave., New York 10

ANDERSON, Paul, Mfg. Co., P.O. Box 6705, Son Antonio, Tex.

CARLSON, C. F., Co., 2240 Edgewood, Minneapolis 26

CONSOLIDATED International Equipment & Supply Co., 1030 W. Chicage Ave., Chicage 22

EUREKA Photo Offset Engraving, 20 Vandam, New York GELB, Joseph, Co., 52 Arlington 5t., Newark 2

HULEN Line-Up Table Co., 417 E. Tenth, Kansas City, Mo. \*LANSTON Monotype Co., Div. of Lanston Industries, Inc., 24th & Locust Sts., Philadelphia 1

PRINTING Engineers, Inc., 2961 Farnum, Omaha 2, Neb. \*\*

\*\*ROYAL Zenith Corp., 180 Varick, New York 14

RUTHERFORD Machinery Co., Div. Sun Chemical Corp., 401 Central Ave., E. Rutherford, N. J.

\*\*WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa. YOUNG, Howell T., 30 E. End Ave., New York 28

### PHOTOCOPY EQUIPMENT, PAPER AND CHEMICALS

AND CHEMICALS

BROWN, W. A. Mfg. Co., 608 S. Dearborn St., Chicage 5
\*CHEMCO Phote Products Co., Charles, Glen Cove, N.Y.

DOUTHITT Corp., 680 E. Fort St., Detroit
\*DU PONT, E. I., de Nemours & Co., Photo Products
Dept., Wilmington 98, Del.
\*EASTMAN Kodak Co., 343 State St., Rochester 4, N.Y.
GENERAL Photo Products Co., P.O. Box 23, Chatham, N.J.
GOODKIN, M. P., Co., subsid.: Goodkin Mfg. Corp., 24
Beech St., Newark 2

HALOID Xerox, Inc., 2-20 Haloid St., Rochester 3, N.Y.
\*HARRIS-Seybold Co., Div. of Harris-Intertype Corp.,
4510 E. 71st St., Cleveland 5

HUNT, Phillip A. Co., Palisades Park, N. J.
MERIX Chemical Co., 1021 E. 55th St., Chicago 15
MILLER-Trojan Co., 1083 W. Main St., Troy, Ohio
MEMINGTON Rand, Div. of Sperry-Rand Corp., 315 Fourth
Ave., New York 10
WILLIAMS, Brown & Earle, 904 Chestnut, Philadelphia

### **PHOTOGRAPHS** (see Stock Photographs)

PHOTO-LETTERING MACHINES

PHOTO-LETTERING MACHINES

AMSTERDAM Cont'l. Types & Graphic Eqp. Inc., 268 4th
Ave., New York 10

DAVIDSON Corp., Subsid. of Mergenthaler Linotype
Co., 29 Ryerson St., Brooklyn 5

FILMOTYPE Corp., 7500 McCormick Blvd., Skokie, Ill.
FOTO-Graphic Products Co., 2701 14th, 5. Minneapolis
GOODKIN, M. P., Co., 112 Arlington, Newark, N. J.

HALBER Corp., 4151 W. Montrose Ave., Chicago
LITHOLD Inc., 232 Cleveland, Highland Park, N. J.

VARI-Typer Corp., subsid. Addressograph-Multigraph
Corp., 720 Frelinghuysen Ave., Newark 12

### PHOTOTYPE LETTERS

ARTYPE, Inc., 127 S. Northwest Hahwy, Barrington, Ill. FOTOTYPE Inc., 1414 W. Roscoe, Chicago 13 GRAPHIC Arts Research Foundation, 112 W. Kinzie St., Chicago 10 PRESTO Process Co., 183 St. Paul, Rochester 4, N.Y.

### PHOTOTYPESETTING MACHINES

\*AMERICAN Type Founders, Inc., 200 Elmora Ave. Elizabeth, N. J.

Branches principal



CONSOLIDATED International Equipment & Supply Co., 1030 W. Chicago Ave., Chicago 22

\*INTERTYPE Co., Div. of Harris-Intertype Corp., 260

Furmen St., Brooklyn 2

\*LANSTON Monotype Co., Div. of Lanston Industries, Inc., 24th & Locust Sts., Philadelphia 1

\*MERGENTHALER Linotype Co., 29 Ryerson, Brooklyn 5

PHOTON, Inc., 58 Charles St., Cambridge, Mass.

### **PLANERS** (see Saws and Planers)

PLANT LAYOUT SERVICE

★AMERICAN Type Founders Co., 200 Elmora, Elizabeth B, N. J. ★CHEMCO Photoproducts Co., Charles, Glen Cove, N.Y.

DOUTHITT Corp., 680 E. Fort St., Detroit 26 FOSTER Mfg. Co., 140 N. 13th St., Philadelphia 7 FREEDMAN, Olin E., 201 E. Walton, Chicago 11 GRAPHIC Arts Industry, Inc., 1104 Currie, Minnea

PLATE COATING, WHIRLING MACHINES

AMSTERDAM Cont'l. Types & Graphic Equip., Inc., 268
Fourth Ave., New York 10
AURORA School of Photo-Engraving, Aurora, Mo.
BRIDGEPORT Engravers Supply Co., 30 Grand, Bridge-

BRIDGEPORT Engravers Supply Co., 30 Grand, Bridgeport 2, Conn.
BROWN, W. A., Mfg. Co., 608 S. Dearborn St., Chicago & CHEMCO Photoproducts Co., Charles, Glen Cove, N.Y. CONSOLIDATED International Equipment & Supply Co., 1030 W. Chicago Ave., Chicago 22
DOUTHITT Corp., 680 E. Fort St., Detroit 26
GELB Co., Joseph, 52 Arlington St., Newark 2
\*\*HARRIS-Seybold Co., Div. of Harris-Intertype Corp., 4510 E. 71st St., Cleveland 5
\*\*LANSTON Monortype Co., Div. of Lanston Industries, Inc., 24th & Locust Sts., Philadelphia 1
MASTER Etching Machine Co., 127 Greenwood Ave., Wyncole, Pa.
McKINLEY Litho Supply Co., 1623 John St., Cincinnati MILLER-Treign Co., Inc., 1083 W. Main St., Troy, Ohio PHILLIPS & Jacobs, 622 Race St., Philadelphia ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave., Chicago 31

Chicago 31
RUTHERFORD Machinery Co., Div. Sun Chemical Corp., 401 Central Ave., E. Rutherford, N. J.
SULLEBARGER, E. T., Co., 114 Liberty St., New York 6
WATERWORTH Eng. & Mfg. Co., 2329 Troy, Dayton 3, O.
\*WESEL Mfg. Co., 1141 N. Washington. Scranton, Pa.
\*ZARKIN Machine Co., Inc., 34-19 10th St., Long Island

PLATES MADE FOR THE TRADE

Offset and Letterpress (also see Cylinder, Sleeve and Plate Making, Gravure for Trade and Cylinder, Flexographic, Making for Trade)

1 Lithographic 2 Photo-engraving 3 Rubber

1 2 3 BRAUER & Sons, Inc., 1718 N. 1st St., Milwaukee BUCKBEE Mears Co., Toni Bldg., St. Paul 1, Minn.

BUCK, T. S., Mfg. Co., 414 Broadway, New York 13

EAST Texas Engraving Co., P.O. Box 2038, Tyler, Tex. GRAPHIC Arts Corp. of Ohio, 110 Ottawa, Toledo 4, Ohio

JAHN & Ollier, 817 W. Washington St., Chicago 7 MARK, John G., & Son, 525 Broadway, New York 12 MILWAUKEE Electrotype Co., 1130 N. 8th, Milwaukee 1

MONO-Trade Co., 213 S. Sixth St., Minneapolis 2 MURPHY, Daniel, & Co., 480 Canal St., New York 13 OFFSET Printing Plate Co., 151 W. 19th St., New York 11

PIONEER Rubber Engraving Co., 21 E. 17th, New York 3 PROCESS Litho Arts Inc., 4507 N. Kedzie, Chicago 25

STEREOTYPE Equipment Co., 2062 Elston Ave., Chicago 14 WILBAR Photo Engraving Co., 333 W. 52nd, New York 19

### PLATEMAKING MATERIAL

4 Lend
5 Plastic
6 Presensitized Offset
7 Rubber
8 Steal
9 Magnesium, polished for Photo Engravers
10 Zinc, Polished, Photo Engravers
11 Zinc, Offset-Litho
1 2 3 4 5 6 7 8 9 10 11
ALJEN Associates, 1215 Primrose St., Cincinnati 23

ALUMINUM Co. of America, 1501 Alcoa Bldg., Pittsburgh

AMERICAN Brass Co., Waterbury 20, Conn AMERICAN Evatype Carp., 739 Osterman, Deerfield, III.

\*AMERICAN Type Founders Co., 200 Elmora, Elizabeth

AMERICAN Zinc Products Co., Muncie, Ind. AMSTERDAM Cont'l. Types & Graphic Equip., Inc., 268 4th Ave., New York 10

ATLANTIC Zinc Works, 210 Van Brunt St., Brooklyn 31 AZOPLATE Corp., 558 Central Ave., Murray Hill, N. J. BLATCHFORD Div. National Lead Co., 111 Broadway,

4

1 2 3 4 5 6 7 8 9 BRIDGEPORT Engravers Supply Co., 30 Gra port 2, Conn. 9
BROOKS & Perkins, Inc., Magplate Div., 1930 W. Fort,
Detroit 16

CALIFORNIA Ink Co., 545 Sansome, San Francisco 1 2 3 4 10 1 CANADA Printing Ink Co., Ltd., Brockhouse Rd., Tor 14, Ont., Can. 11

CORKPAK Co., Inc., 70 Argyle Ave., New Rochelle, N.Y.

CRONITE Co., Inc., 88th & Hudson, North Bergen, N. J.

2 3 2 3 8

DAVIDSON Corp., Sub. of Mergenthaler Linotype Co.,
29 Ryerson St., Brooklyn 5

29 Ryerson 31., Brooklyii 3 6 DAYTON Rubber Co., 2342 W. Riverview, Dayton 1, O.

DIRATS PhotoPlate Co., 181 Notre Dame, Westfield, Mass. DITTO, Inc., 6800 McCormick Rd., Chicago 45

DOUTHITT Corp., 680 E. Fort St., Detroit 26

DU PONT, E. I., de Nemours & Co., Plastic Plate Div.,
Arlington, N. J.

Arlington, N. J.

\*ECONO Products, Inc., 132 Humboldt, Rochester, N.Y.

\*EDES Manufacturing Co., Water St., Plymouth, Mass.

9 10

EMPIRE Metal Company, 820 E. Water, Syracuse 3, N.Y

\*FAIRCHILD Graphic Equip. Div., Fairchild Camera & In-strument Corp., Fairchild Drive, Plainview, N.Y. FEDERATED Metals Div., American Smelting & Refining Co., 120 Broadway, New York 5

FOTOPLATE Co., 34 Oxford St., Newark 5 GARDNER Metal Co., 4820 S. Campbell, Chicago 32

\*GENERAL Printing Ink Co., Div. Sun Chemical Corp., 750 Third Ave., New York 17

GOODRICH, B. F., Industrial Products Rubber Co., 500 S. Main St., Akron 18, Ohio

★GOODYEAR Tire & Rubber Co., Printers' Supplies Sales
Dept., P.O. Box 801, New Bedford, Mass.

★HARRIS-Saybold Co.

\*HARRIS-Seybold Co., Div. of Harris-Intertype Corp., 4510 E. 71st St., Cleveland 5 ★HILL Rubber Co., 2728 Elston Ave., Chicago 47

★IDEAL Roller & Mfg. Co., 2512 W. 24th St., Chicago 8 ILLINOIS Zinc Co., 2959 W. 47th St., Chicago 32

IMPERIAL Type Metal Co., 1800 S. 54th Ave., Chicago 50 ★INTERCHEMICAL Corp., Printing Ink Div., 67 W. 44th

★LITHO Chem. & Supply Co., 46 Harriet, Lynbrook, N.Y. LITHOMAT Corp., 58 Charles St., Cambridge, Mass.

\*LITHOPLATE, Inc., subsid. of Harris-Intertype Corp., 278 Arden Drive, El Monte, Calif.

### HARRIS ALUM-O-LITH SENSITIZED PLATES

The only plate on the market that is "MICRO-SURFACED" . . .

C

AD

NOT SMOOTH, NOT GRAINED. but slightly etched to combine the advantages of both surfaces.

### LITHOPLATE, INC.

A Subsidiary of Harris-Intertype Corp. 1449 Industrial Park, Covina, Calif.

MARSHALL Sales & Export Corp., 220 S. 16th St., Phila-

MATTHIESSEN & Hegeler Zinc Co., LaSalle, III. MELIND, Louis, Co., 3524 N. Clark St., Chicago 13

MILLER-Trojan Co., Inc., 1083 W. Main St., Troy, Ohio

MONOMELT Co., 1611 Polk St. N.E., Minneapolis 13

NATIONAL Steel & Copper Plate Co., 700 S. Clinton, Chicago PIONEER Rubber Engraving Co., 21 East 17th, New York 3 5 7

1 2 3 4 5 6 7 8 9 10 11 \*PITMAN, Harold M., Co., 33rd & 51st, Chicago 50

CHEMICALS EQUIPMENT SUPPLIES HAROLD M. PITMAN CO.

51st. AVE. AND 33RD ST. CHICAGO 50, ILL. 515 SECAUCUS ROAD EXT. SECAUCUS, N. J. BRANCHES: CLEVELAND & NEW YORK

PITTSBURGH White Metal Co., 284 Hamilton, Brooklyn 31 POLYCHROME Corp., 2 Ashburton Ave., Yonkers 2, N.Y. PRINTING Developments, Inc., 9 Rockefeller Pl., New York 20 RB & P Chemical & Supply, 1640 N. 31st, Milwaukee 8 REVERE Copper & Brass Inc., 230 Park, New York 17 1 2 3
ROLLED Plate Metal Co., 210 Van Brunt St., Brooklyn
3 9 10

★SINCLAIR & Valentine Co., 611 W. 129th, New York 17 STEREOTYPE Equipment Co., 2062 Elston, Chicago 14 STUDEBAKER Hydraulic Products Co., 1221 S. 9th Ave., Maywood, III.
SULLEBARGER, E. T., Co., 114 Liberty St., New York 6
9 10 TEITELBAUM, N. Sons, 261 Grand Concourse, New York 5 6 THICKOL Chemical Corp., 780 N. Clinton, Trenton 7, N.J. ★TI-PI Co., 1000 Broadway, Kansas City 5, Mo.

UNIFORM Graining Corp., 648 N. Western, Chicago 12
UNION Carbide Plastics Co., Div. of Union Carbide
Corp., 30 E. 42nd St., New York 17
5
UNITED States Rubber Co., 1230 Ave. of the Americas,
New York 20

★WILLIAMSON & Co., Inc., P.O. Box 71, Coldwell. N. J. ★WILSOLITE Corp., 1827 Niagara St., Buffalo 7

PLATEMAKING SUPPLIES, CHEMICALS \*AMERICAN Type Founders, 200 Elmora Ave., Eliza-beth B, N. J.

Branches in all principal



BRIDGEPORT Engravers Supply Co., 30 Grand, Bridgeport 2, Conn.
CANADA Printing Ink Co., Ltd., Brockhouse Rd., Toronto
14, Ont., Can.
★CHEMCO Photoproducts Co., Charles, Glen Cove, N.Y.



GRAPHIC Arts Laboratories, Box 365 Hamilton, Ohio KENDALL Co., Fiber Products Div., Walpole, Mass. NATIONAL Steel & Copper Plate Co., 700 S. Clinton,

NATIONAL Steel & Copper Plate Co., 700 S. Clinton, Chicago RB & P Chemical & Supply, 1640 N. 31st, Milwaukee 8 \$SINCLAIR & Valentine Co., 611 W. 129th, New York 27 STOUFFER Graphic Arts Equipment Co., 311 N. Niles, South Bend, Ind. SUNNYSIDE Oil Co., 5530 N. Wolcott, Chicage 40 TEITELBAUM, N. Sons, 261 Grand Concourse, New York VARN Products Co., 26-15 123rd St., Flushing 54, N.Y.

PLATE MOLDING EQUIPMENT

(Rubber and Plastic) ADDRESSING Mach. & Equip. Co., 326 Broadway, New ADDRESSING Mach. & Equip. Co., oss succession, Yark 7

AMERICAN Evatype Corp., 739 Osterman, Deerfield, III. 
ELECTRO-Copyst, Inc., 205 E. 42nd, New York J. 
LAKE Erie Machinery Corp., P.O. Box 68, Buffelo 17

MONOMELT Co., 1611 Polk St. N.E., Minneapolis 13

MOORE, Kenneth J., & Co., 1778 Estes, Chicago 26

OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, III. 
PASADENA Hydraulics, Inc., Pasadena 4, Calif. 
PEERLESS Roll Leaf Co., 4511 New York, Union City, N.J. 
STEREOTEX Co., 33 Crescent Ave., Scituate, Mass. 
STEREOTYPE Equipment Co., 2062 Elston, Chicago 14 STUDEBAKER Hydraulic Products Co., 1733 N. 33rd Ave., Melrose Park, III.

\*\*WILLIAMSON & Co., Inc., P.O. Box 71, Caldwell, N. J.

### PLATE MOUNTING DEVICES, SYSTEMS

1 Potent Base and Tools
2 Type Metal Base
3 Mounting System
1 2
BLATCHFORD, Div. of National Lead Co., 111 Broadway,
New York

\*CHALLENGE Machinery Co., Grand Haven, Mich.

CORKPAK Co., Inc., 70 Argyle Ave., New Rochelle, N.Y. COTTRELL Co., sub. of Harris-Intertype Corp., Box 515, Westerly, R. I.

#HARRIS-Seybold Co., Div. of Harris-Intertype Corp., 4510 E. 71st St., Cleveland 5 \*LANSTON Monotype Co., Div. of Lanston Industries, Inc., 24th & Locust Sts., Philadelphia 1

LOCKWOOD Co., Inc., 125 N. Fifth St., Atchison, Kan. \*LUDLOW Typograph Co., 2032 Clybourn, Chicago 14 MARKEM Machine Co., 150 Congress St., Keene, N. H. MORRISON Co., 125 W. Melvina St., Milwaukee

M&L Typesetting & Electrotyping Co., 4001 Ravenswood Ave., Chicago 13 PITT, J. W., Inc., Bath, N.Y.

PITSBURGH White Metal Co., 284 Hamilton, Brooklyn 31 2 3 

PRINTING Mchy. Co., 436 Commercial, Cincinnati 2 1 3 UNIQUE Steel Block Co., 304 Chemung, Waverly, N.Y. ★VANDERCOOK & Sons, 3601 W. Touhy, Chicago 45

\*WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa.

POLISH, METAL

FOLISH, METAL
BURNISHINE Products Co., 8140 N. Ridgeway, Skokie, Ill.
HANSON-VanWinkle-Munning, Church, Matawan, N.J.
NAZ-Dar Co., 461 Milwaukee Ave., Chicage 10
STAFFORD, S. S., Inc., 609 Washington, New York 14
WEST Disinfecting Co., 42-16 West, Long Island City, N.Y.

PRE-REGISTER IMAGE EQUIPMENT

\*HARRIS-Seybold Co., Div. of Harris-Intetype Corp., 4510 E. 71st St., Cleveland 5 TAYLOR Machine Co., 210 Guilford Ave., Baltimore

PRE-SENSITIZED PLATES (see Platemaking Material)

PRESS ATTACHMENTS (also see Brakes, Press; Feeders, Folders, etc.; Gauge Pins, etc.; Perforating, Slitting, and Scoring Attachments, Press)

Curled Stock Holders
Envelope Flap Holders
Foot Extensions
Guard, Hand, Platen Press
Hose for Press Air System
Miehle, 3rd Color unit
Multilith, 2nd color unit
Pile Braces
Register Device for Verticals
Roll Winding Machines
Spring Clips
Web Side-Guiding Controls
Web Tensions
2 3 4 5 6 7 8 9 10 11
13

1 2 3 4 5 6 7 8 12 13 ACE Lite Step Co., 1708 S. State, Chicago 7

APPLETON Machine Co., Appleton, Wis.

★BEALL, Jack, Vertical Service, 641 S. Dearborn, Chicago \*BEALL, Jack, Vertical Service, eq. 3. 8

\*CAMERON Machine Co., Franklin Rd., Dover, N. J.

9 11

12 CARLSON Co., 15 Hathaway St., Boston 10 DIXIE Type & Supply Co., 930 N. 6th, Birmingham, Ala.
DOVEN Div., Appleton Machine Co., 618 S. Oneida St.,
Appleton, Wis.
\*\*GEGENHEIMER, William Co., 80 Roebling, Brooklyn 11
HAMILTON Tool Co., 900 Hanover St., Hamilton, Ohio

KOHLER System Co., 159 E. Chicago Ave., Chicago 11

12 ANHATTAN Rubber Mfg. Div., Raybestos-Manhattan, Inc., 61 Willet St., Passaic, N. J. 5

NATIONAL Sherardizing & Machine Co., 868 Windsor St., Harlford, Conn.

4

PAASCHE Airbrush Co., Div. Cline Electric Mfg. Co., 1905 Diversey Parkway, Chicage 14

PAPER Converting Machine Co., 2300 S. Ashland, Green Bay, Wis.

2 3 4 5 6 7 8 9 10 11 RATHBUN & Bird Co., 379 W. Broadway, New York 12 SMITH & Winchester Mfg. Co., So. Windham, Conn. STANFORD Engineering Co., Salem, III. 12 9 11
TOWNSEND Industries, Inc., 427 E. Walnut, Des Moines
9, Io.
WALDRON, John, Corp., Box 791, New Brunswick, N. J.
12 \*WESTERN Pris. Mchy. Co., 3519 N. Spaulding, Chicago

PRESSES, PRINTING (also see Die **Cutting Machines, Die Cutting** Presses, Die Stamping Presses and **Embossing Machines**)

Embossing Machines)

Aniline—See Flexographic

1 Cylinder

2 Die-Cutting
3 Electronographic
4 Embossing
5 Flotbed Web
6 Flexographic
7 Gravure
8 Gravure Roll Feed
9 Gravure Sheet Feed
10 Magazine
12 Multi-Color
13 Newspaper
14 Offset-Lithographic Roll Feed
16 Offset-Lithographic Roll Feed
17 Perfector, Cylinder
18 Photogelatin (Collotype)
19 Platen
20 Platen, Roll Feed
21 Rotary, Letterpress, Roll Feed
22 Rotary, Letterpress, Sheet Feed
1 2 3 4 5 7 8 9 10 11
2 13 14 15 16 17 18 19 20 21 22
ADDRESSING Machine & Equipment Co., 326 Broadway

Branches in all principal cities.



\*AMERICAN Type Founders, 200 Elmora Ave., Eliza-beth B, N. J. 14 15 16 17

Branches principal

cities.



AMSTERDAM Cont'l. Types & Graphic Eqp. Inc., 268 4th Ave., New York 10 14 15 16 APPLETON Machine Co., Appleton, Wis. 3 5 6 BABCOCK Printing Press Corp., 800 Waynesburg Road, S.E., Canton 7, Ohio 7 8 12 14 16 21 BANTHIN Eng. Co., 1849-57 Main, Bridgeport 4, Conn. BATHRICK & Palmer Co., 1317 Princeton, Elkhart, Ind. CERRUTTI Presses of America, Inc., 121 Prospect, Westfield, N. J. ★CHALLENGE Machinery Co., Grand Haven, Mich. \*CHAMPLAIN Co., Inc., Harrison Ave., Roseland, N. J. \*CHANDLER & Price Co., 6000 Carnegie, Cleveland 3 

515, Westerly, R. I.

7 8 9 10

12 15 17 21 22

CRAFTSMEN Muchinery Co., 75 W. Dodhum St., Boston
19 CRONITE Co., 35 Park Place, New York City 7

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 DAVIDSON Corp., Subs. of Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5 4 16 DIETZ Machine Works, 126 W. Fontaine, Philadelphia DUTRO, Orville & Sons, Inc., 117 W. 9th, Los Angeles
12 13 15 21
EMBOSSOGRAPH Corp. of America, 38 W. 21st St., New EVER Ready Machinists, Inc., 137 W. 19th, New York 11 FREMONT Tools & Die Co., 432 N. Wood, Fremont, Ohio FROSTAD Eng. Co., 3037 S. Wentworth, Milwaukee 7 GOSS Co., Div. of MGD Inc., 5601 W. 31st St., Chicago 7 8 13 15 21
GRIFFIN, Campbell, Hayes & Walsh, Inc., 50 E. 21st St.,
New York 10 GRIFFITHS, John, Co., 415 Lexington, New York 17 HAIDA Eng. Co., 34-11 Vernon, Long Island City 1, N.Y. HAMILTON Tool Co., 900 Hanover St., Hamilton, Ohio
1 10 10 17 21 HANTSCHO, George, Co., 602 S. Third, Mt. Vernon, N.Y. #HARRIS-Seybold Co., Div. of Harris-Intertype Corp., 4510 E. 71st St., Cleveland 5
12
14
16
9
22
HARRISON, D. L., Co., P.O. Box 83, Dallas 1
21 \*HEIDELBERG Sales & Service Co., 73-45 Woodhaven Blvd., Glendale 27, Long Island, N.Y.; 6319 Eppes St., Houston; 1700 S. Wall St., Los Angeles 15 1 2 4 19 HEINRICH Equip. Co., 111 Eighth Ave., New York 11 12 HENSCHEL, C. B., Mfg. Co., 229 W. Mineral St., Mil-HESS & Barker, 212-22 S. Darien St., Philadelphia HESS & Barker, 412-22 5 6 21 12 HOE, R., & Co., Inc., 910 E. 138th St., New York 54 7 8 10 12 13 15 HOOPER, F. X., Co., Inc., Glen Arm, Md. HUDSON-Sharp Machine Co., Subsid. of Food Machy. & Chem. Corp., Green Bay, Wis. HUMPHREY Design & Mfg. Inc., 16343 Euclid, E. Cleveland 12 INMAN Mfg. Ce., 41 Guy Park Ave., Amsterdam, N.Y. 21 INTA-Roto Machine Co., P.O. Box 454, Richmond, Va.

6 7 8
INTERNATIONAL Paper Box Machinery Co., 315 Main St., 14 16 INTERNATIONAL Printing Equipment Co., 540 W. Congress St., Detroit KELSEY Co., 45 Crown St., Meriden, Conn KIDDER Press Co., Inc., Dover, N. H. 21 22 LEVEY, Frederick H., Co., 380 Modison Ave., New 15 MAGNAT Mach. & Pattern Corp., Leeds, Mass. MASTERSCREEN Printing Equipment Corp., P.O. Box 707, Stockton, Calif. MEISEL Press Mfg. Co., 944 Dorchester Ave., Boston 14 15 \*\*MIEHLE Co., Div. of MGD, Inc., 2011 Hastings St., Chicago 8 1 2 7 9 10 12 13 14 16 17 22 16 17 7 \*MILLER Printing Mchy. Co., 1115 Reedsdale, Pittsburgh 12 2 14 4 16 MODEL Printing Equip. Co., 511 Medison, Hoboken, N. J. 21 22 MOORE, Kenneth Jr., & Co., 1778 W. Estes Ave., Chicago NAGEL-Ryan Mfg. Co., 4363 Woodward, Royal Oak, ★NEW ERA Mfg. Co., Bex 400, Hewthome, N. J. 12 2 19 20 OLSEN-Mark Corp., 124 White St., New York 13 \*PACKER Mfg. Co., Inc., Green Bay, Wis.

### MIEHLE VERTICAL SERVICE

PAPER Converting Machine Co., 2300 S. Ashland, Gree Bay, Wis.

6

21

WE'LL GO A LONG WAY TO SERVICE AND SATISFY YOU-CALL WE(B)ster 9-7407

JACK BEALL VERTICAL SERVICE, INC. 641 S. Dearborn St., Chicago 5, III.

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 PASADENA Hydraulics, Inc., Pasadena 4, Calif. PAYYER Prig. Mach. Works, 600 S. Broad dway, St. Louis 2 ★PEARCE Development Co., 1606 E. 30th, Cleveland 14 12 2 5 20 \*PECK, James I., 47 High St., West Orange, N. J. PEERLESS Roll Leaf Co., 4511 New York, Union City, N. J. POTDEVIN Machine Co., 26 North St., Teterboro, N. J. 12 PRINTING Machinery Co., 435 Commercial, Cincinnati 2 PRINTING Materials Corp., 350 Hudson, New York 14
15 16
REPRO Design & Equipment Co., Inc., 18 E. Sunrise Hwy.,
Freeport, L.I., N.Y. 21 \*\*ROYAL Zenith Corp., 180 Varick St., New York 14

16

\*\*SCHRIBER Mchy. Co., 4900 Webster St., Dayton, Ohio
15

SCOTT, Walter, & Co., 535 South Ave., Plainfield, N. J.
17

8 12 13
SHAW Machine Tool Co., 1151 Temple St., Los Angeles
21
SOUTHERN Printing Machinery, Inc., 521 Marietta St.
N.W., Atlanta 13 SPECIALTY Automatic Machine Co., 88 Gerrish Ave., Chelsea 50, Mass. 1 5 6 21 22 STANDARD Process Corp., 2704 W. Roscoe St., Chicago STAUDE, E. G., Div., 850 Ladd Rd., Walled Lake, Detroit, Mich. troit, Mich.
12
7
8
21
57
57
8
21
57
6
7
8
9
21
22
1
1
6
7
8
9
1
22
1
5WIFT, George W., Inc., 7 Ward St., Bordentown, N. J. SWIFT, M., & Sons, Inc., 10 Love Lane, Hartford 1, Conn. THOMSON-National Press Co., Franklin, Mass. 2 4 19
TIRFING Printing Machinery, 400 Delancey, Newark, N.J. ★TURNER Printing Machinery Inc., 6510 Euclid, Cleveland 13 14 19 21
UNITED Machine Co., P.O. Box 1098, Ft. Worth,
15 21

\*VERNER, B., & Co., 52 Duane St., New York 7 Tex. WALDRON, John, Corp., Box 791, New Brunswick, N. J. 12 13 14 15
WEBENDORFER, Saugetuck, Conn.
15
\*\*WESTERN Prig. Michy. Co., 3519 N. Spaulding, Chicago WILLSEA Works, 371 St. Paul St., Rochester 5, N.Y.

### PRESSES, PROOF

- 1 Multi-Color 2 Offset-Lithography 3 One Color 4 Rotogravure
- \*AMERICAN Type Founders, 200 Elmora Ave., Eliza-

WOOD Newspaper Mchy. Corp., 501 Fifth, New York 17

★ZARKIN Machine Co., 34-19 10th, Long Island City, N.Y.

12 13 YOUNG Engineering Co., 2429 N. Sheffield, Chicago 2 4 6 7 12 14 15 19 21



### S1 PROOF PRESS

Sharp repro-quality proofs from type, slugs, plates, complete tied-up pages or forms. Auto inking. Foot pedal gripper control leaves both hands free. Bed size 15" x 26"

# AMERICAN WOOD TYPE MFG. CO. 42-25 9th ST., LONG ISLAND CITY 1, N.Y.

AMERICAN Wood Type Mfg. Co., 42-25 9th St., Long Island City 1, N.Y.

AMSTERDAM Continental Types & Graphic Equipment, Inc., 268 Fourth Ave., New York 10

\*CHALLENGE Machinery Co., Grand Haven, Mich.



### for PROOF PRESSES

See your local Challenge Dealer

1 2 3 4
CONSOLIDATED International Equipment & Supply Co., 1030 W. Chicago Ave., Chicago 22
4
COTTRELL Co., Subsid. of Harris-Intertype Corp., Box 515, Westerly, R. I. DISPLAY Equipment Co., 4650 W. Maumee, Adrian, Mich. DOLLAHITE, K. J., Co., 106 W. 15th, Fort Worth, Tex. FOSTER Mfg. Co., 140 N. 13th St., Philadelphia 2 3 HAMILTON Tool Co., 900 Hanover St., Hamilton, Ohio HEINRICH Equip. Co., 111 Eighth Ave., New York 11 12 HOE, R., & Co., 910 E. 138th St., New York 54 INTA-Roto Machine Co., P.O. Box 454, Richmond, Va. LEVEY, Frederick H., Co., 380 Madison Ave., New York 17 LINOTYPE Maintenance Co., 277 Broadway, New York MIDWEST Matrix Mart, 633 Plymouth Court, Chicago NOLAN Corp., 1333 E. Dominick St., Rome, N.Y OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, III. RUTHERFORD Machinery Co., Div. Sun Chemical Corp., 401 Central Ave., E. Rutherford, N. J. STANDARD Process Corp., 2704 W. Roscoe, Chicago 18 SULLEBARGER, E. T., Co., 114 Liberty St., New York 6

TRIUMPH Equip. Engineers, 6506 Walker, Minneapolis \*VANDERCOOK & Sons, 3601 W. Touhy Ave., Chicago

\*WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa.

### PRESSES, SPECIALTY PRINTING

Bag
Bank Note
Carton, Container
Callophane
Check
Continuous Forms, etc.
Drinking Cup, Rotary, Web
Embossed, Die-Cut Seals
Envelope
Pans, Novelties, etc.
File Folder
Foil 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 33 34 35 36 Foilt Stamping Imprinting, Bank Check, Cartons, Labels, etc. Label Letter, Form Match Book Cover Menu
Metal Plate, Glass, and Plastics
Milk Bottle Cap Meta Printer
Milk Bottle Cap
Pencil
Photogelatin
Register Form
Rolling Surfaces and Rubber Ball
Sales Book
Show Card
Silk Screen
Snap-out and Zigzag
Iag
Tape and Ribbon
Ticket
Tube
Typewriter Ribbon Attachment
Wet Paper
Wood
Wrapper
2 3 4 5 6 7 8
13 14 15 16 17 18 19
13 14 15 16 17 18 19 36 Wrapper 1 4 5 6 7 8 9 10 11 1 1 2 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 ADDRESSOGRAPH-Multigraph Corp., 1200 Babbitt Rd., Cleveland 17 1 2 3 4 5 6 9 12 14 15 16 18 36 29 31

### FREE SERVICE INFORMATION



### 2-Week Trial-Best Buys In

• Exclusively Improved & Rebuilt

 Completely Rebuilt
 Reconditioned SPECIAL PRESS MODIFICATIONS

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 ★AMERICAN Type Founders, 200 Elmora Ave., Elizabeth B, N. J. 23 25 28 28

Branches in all principal cities.

d

17

111.

d..

ed



AMSTERDAM Cont'l. Types & Graphic Eqp. Inc., 268 4th Ave., New York 10 15 29 19 31 APEX Machine Co., 14-13 118th, College Point 56, N.Y. ASHTON Press Mfg. Co. Ltd., 60 Beech St., Ottawa, Can. 12 36 15 CRONITE Co., 88th & Hudson Blvd., North Bergen, N. J. DEPENDABLE Compressor & Machine Co., 157 W. 21st St., DESKFINDER Co., Costa Mesa, Calif. DISPLAY Equipment Co., 4650 W. Maumee, Adrian, Mich. DUTRO, Orville & Son, 117 W. 9th St., Los Angeles 23 EMBOSSOGRAPH Corp. of America, 38 W. 21st St., New 26 EVER Ready Label Corp., 337 Cortlandt, Belleville 9, N.J. 30 FROSTAD Eng. Co., 3037 S. Wentworth, Milwaukee 7

1 4 20 30 31 GENERAL Research & Supply Co., 527 S. Division St., Grand Rapids, Mich. 27 17 19 GOAT, Fred, Co., 314 Dean St., Brooklyn 10 HAIDA Eng. Co., 34-11 Vernon, Long Island City 1, N.Y. HAMILTON Tool Co., 900 Hanover St., Hamilton, Ohio 1 2 5 6 23 25 15 16 28 31 36 31 \*HARRIS-Seybold Co., Div. of Harris-Intertype Corp., 4510 E. 71st St., Cleveland 5 HARRISON, D. L., Co., P.O. Box 83, Dollas 1 \*HEIDELBERG Sales and Service Co., 73-45 Woodhaven Blvd., Glendale 27, Long Island, N.Y.; 6319 Eppes St., Houston 17; 1700 S. Wall St., Los Angeles 15 17 18 19 20 29 30 31 14 15 25 26 HEINRICH Equip. Co., 111 Eighth Ave., New York 11 12 15 19 20 HESS & Barker, 212 S. Darien St., Philadelphia 7 15 HOE, R., & Co., Inc., 910 E. 138th St., New York HOOPER, F. X., Co., Inc., Glen Arm, Md. 35 3 HUDSON-Sharp Machine Co., Subsid. of Food Mchy, & Chem. Corp., Green Bay, Wis.

1 2 3 4 5 6

IMPERIAL Lithograph Press Corp., 11 W. 42nd, New York INTA-Roto Machine Co., P.O. Box 454, Richmond, Va. INTERNATIONAL Paper Box Machine Co., 315 Main St., Nashua, N. H. KIDDER Press Co., Dover, N. H. KNIGHT Eng. & Machine Co., Clanton, Ala. LAWSON Printing Machine Co., 4453 Olive, St. Louis 3

1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21 22
23 24 25 26 27 28 29 30 31 32 33
34 35 36

LINE-O-SCRIBE, Div. Globe Corp., 400 N. Michigan, Chicago 11
26

MAGNAT Mach. & Pattern Corp., Leeds, Mass.

MAKATAG Co., 2 Linden St., Reading, Mass.

MARKEM Machine Co., 150 Congress St., Keene, N. H.
3 14 15 27 29 30 31 32

McADAMS, John, & Sons, 20 Knight St., Norwalk, Conn.
14

MEISEL Press Mfg. Co., 944 Dorchester Ave., Boston 25
2 4 5 6 9 11
23 25 28 31

★MIEHLE Co., Div. of MGD, Inc., 2011 Hastings St., Chicago 8
3 15 16 17 18
★MILLER Printing Mchy. Co., 1117 Reedsdale, Pittsburgh 3 3 5 12
14 15 16 17 18
★MILLER Printing Mchy. Co., 1117 Reedsdale, Pittsburgh 3 5 12
14 15 16 17 18
★MILLER Printing Mchy. Co., 1778 W. Estes Ave., Chicago 1 4 15 16 17 18

★MILLER Printing Mchy. Co., 1778 W. Estes Ave., Chicago 1 1 4 15 16 17 18

★MILLER Printing Mchy. Co., 1778 W. Estes Ave., Chicago 1 1 4 15 16 17 18

★PEACKER Mfg. Co., Box 400, Hawthorne, N. J. 5 6 2 2 2 9 31

OLSEN-Mark Corp., 124 White Street, New York 13 14 26 17 2 2 2 2 9 31

OLSEN-Mark Corp., 124 White Street, New York 13 14 26 17 2 3 25 28 30

APPER Converting Machines Co., 2300 S. Ashland, Green Bay, Wis. 1 2 3 4 5 6 7 3 36

APPER Converting Machines Co., 2300 S. Ashland, Green Bay, Wis. 1 2 3 4 5 6 7 3 36 15 17 30 ★PEARCE Development Co., 1606 E. 30th St., Cleveland 15 17 29 31

# MULTI-CONVERTER

MOST MODERN EQUIPMENT FOR PRODUCING MANIFOLD FORMS & TAGS, LABELS, PRINTING, DIE CUTTING FROM WEB

Saves Time-and Money!

# PEARCE DEVELOPMENT CO.

SPECIAL EQUIPMENT FOR THE GRAPHIC ARTS 1606 EAST 30TH ST. \* CLEVELAND 14, OHIO

POST Mfg. Works, 671 Diversey Pkwy., Chicago 14
9
POTDEVIN Machine Co., 226 North St., Teterboro, N. J.
1 4 7
36 15 17
REPRO Design & Equipment Co., Inc., 18 E. Sunrise Hwy., Freeport, L. I., N.Y.

RUTHERFORD Machinery Co., Div. Sun Chemical Corp., 401 Central Ave., E. Rutherford, N. J.
27 32
SANDY HILL Iron & Brass Works, 27 Allen St., Hudson Falls, N.Y.
1 3 4 6 7
12 15 17
SCHMUTZ Mfg. Co., Inc., 1600 W. Main, Louisville, Ky.
19
\$SCHRIBER Mchy. Co., 4900 Webster St., Dayton, Ohio
23
SELECTASINE Corp., 2738 Yan Buren St., Chicago
27
SOUTHWORTH Machine Co., 30 Warren, Portland, Me.
STOESSEL Machine Mfg. Corp., 534 W. 35th, New York 1
14 15
SWIFT, George W., Inc., 7 Ward St., Bordentown, N. J.
3 0
UNITED Machine Co., 52 Duane St., New York 7
1 2 3 5
14 15 17
WALDRON, John, Corp., P.O. Box 791, New Brunswick, N. J.
5 7
9
WALDRON, John, Corp., P.O. Box 791, New Brunswick, N. J.
5 7
9
WALDRON, John, Corp., P.O. Box 791, New Brunswick, N. J.
5 7
9
44 15 16 17 18

1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21 22
23 24 25 26 27 28 29 30 31 32 33
34 35 36
WILLSEA Works, 371 Saint Paul St., Rochester 5, N.Y.
3 YOUNG Engineering Co., 2429 N. Sheffield, Chicago
1 2 3 6 9
25 15 16 17 20
29 31

PRESS PLATES (Saw Steel Drawsheets,

Tympans for Steel Rule Die Cutting)
ACCURATE Steel Rule Die Mfrs., 22 W. 21st, New York 10
AMERICAN Fabricators, 22 W. 21st St., New York 10
BAR-Plate Mfg. Co., Boston Post Rd., Orange, Conn.
CORKPAK Co., Inc., 70 Argyle Ave., New Rochelle, N.Y.
DISSTON, Henry, Div., H. K. Porter Co. Inc., Unruh &
Milnor Sts., Philadelphia 35
\*RICHARDS, J. A., Co., 903-7 N. Pitcher, Kalamazoo,
Mich.

### **PRINTING FRAMES**

(also see Vacuum Printing Frames)

AMSTERDAM Continental, 268-276 Fourth, New York 10

ANDERSON, Paul, Mfg. Co., P.O. Box 6705, Sun Antonio 9

AURORA School of Photoengraving, Aurora, Mc.

BAR-Plate Mfg. Co., Boston Post Rd., Orange, Conn.

BRIDGEPORT Engravers Supply Co., 30 Grand, Bridgeport, Conn.

BROWN, W. A. Mfg. Co., 608 S. Dearborn St., Chicago S. CHEMCO Photoproducts Co., Charles, Glen Cove, N.Y.

CONSOLIDATED International Equipment & Supply Co., 1030 W. Chicago Ave., Chicago 22

DUTHITT Corp., 680 E. Fort St., Detroit 26

GELB, Jossph, Co., 52 Arlington St., Newark, N. J.

\*\*HARRIS-Seybold Co., Div. of Harris-Intertype Corp., 4510 E. 71st St., Cleveland 5

MARKEM Macchine Co., 150 Congress St., Keene, N. H.

McKINLEY Litho Supply Co., 1623-39 John St., Cincinnati MILLER-Trojan Co., Inc., 1983 W. Main St., Troy, Oho

NATIONAL Steel & Copper Plate Co., 700 S. Clinton, Chicago

\*\*NU ARC Co., 4110 W. Grand, Chicago 51

ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave., Chicago

★NU ARC Co., 4110 W. Grand, Chicago 51
ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave.,
Chicago
RUTHERFORD Machinery Co., Div. Sun Chemical Corp.,
401 Central Ave., E. Rutherford, N. J.
SULLEBARGER, E. T., Co., 114 Liberty St., New York 6
★WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa.,
★ZARKIN Machine Co., 34-19 10th, Long Island City, N.Y.

PRINTING PAPER, SENSITIZED

DAVIDSON Corp., Subsid. of Margenthaler Linotype Co., 29 Ryerson St., Brooklyn 5 \*DUPONT, E. I., de Nemours & Co., Photo Products Div., 666 Driving Pk. Ave., Rochester 13, N.Y. \*EASTMAN Kodak Co., 343 State St., Rochester 4, N.Y.

PROTECTIVE HAND CREAMS

RB & P Chemical & Supply, 1640 N 31st, Milwaukee &

PUMPS, AIR, INK, OIL, AND VACUUM
BOWSER, S. F., & Co., 1302 Creighton, Ft. Wayne, Ind.
BROWN, W. A. Mfg. Co., 608 S. Dearborn St., Chicage 5
DUDLEY, Kenneth E., Co., Box 806, Hagerstown, Md.
FAIRBANKS, Morse & Co., 900 S. Wabash, Chicage
GAST Mfg. Co., 80x 117-0, Benton Harbor, Mich.
GOODKIN, M. P., Co., 112 Arlington, Newark, N. J.
GRAY Mills Corp., 3705 N. Lincoln, Chicage 13
HOE, R., & Co., Inc., 910 E. 138th St., New York 54
LEIMAN Bros., Inc., P.O. Box 1339, Newark 5
NEW Jersey Machine Corp., 15th & Willow Ave., Hoboken, N. J.
OILGEAR Co., 1560 W. Pierce St., Milwaukee 4
\*STEWART Warner Corp., 1826 Diversey, Chicago 14

PUNCHES, PRESS (see Ejector Press Punches)

### PUNCHING AND ROUND CORNERING MACHINES

ALTAIR Machinery Corp., 55 Vandam St., New York 13 AMERICAN Roller Co., 1342 N. Halsted St., Chicago & CHALLENGE Machinery Co., Grand Haven, Mich. CRAFTSMAN Machnery Co., 75 W. Dedham St., Boston GENERAL Binding Corp., 1101 Skokle Hwy., Northbrook, III.

\*\*HARRIS-Saybold Co., Div. of Harris-Intertype Corp., 4510 E. 71st St., Cleveland 5
HICKOK, W. O. Mfg. Co., Box 423, Harrisburg, Pa. LASSCO Products, Inc., 485 Hague St., Rochester, N.Y.

\*\*LAWSON Co., Div. of MGD, Inc., 2011 Hastings St., Chicago 8
MICK, Walter K., Co., 500 Robert St., N. St. Poul 1, Minn.
NYGREN-Dahly Co., 1422 W. Altgeld St., Chicago PIONEER Mfg. Co., 1422 W. Altgeld St., Chicago PIONEER Mfg. Co., 130 Nebraska Ave., Toledo, Ohio \*\*PRINTING Mchy. Co., 436 Commercial, Cincinnati 2

\*\*PRICHARDS. J. A., Co., 903 N. Pricher St., Kolamazoo 13F, Mich.

\*\*\*PROSBACK, F. P., Co., 5th & Park, Benton Harbor, Mich. SOUTHWORTH Machiner Co., 30 Warren, Pertland, Me. STANDARD Tag Co., 65 Duane St., New York 7

\*\*\$SUPER Speed Printing Machinery Co., 6310 Euclid, Cleveland \*\*TURNER Printing Machinery Co., 6310 Euclid, Cleveland

### **PUNCH PRESSES**

KENCO Mfg. Co., 5211 Telegraph Rd., Los Angeles 22 WALSH Press & Die Co., 4737 W. Kinzie, Chicago 44

**PYROMETERS** (see Temperature Control and Indicators, Metal)



### QUOINS AND KEYS

1 Keys 2 Quois

\*AMERICAN Wood Type Mfg. Co., 42-25 Ninth St., Long Island City 1, N.Y.

\*CHALLENGE Machinery Co., Grand Haven, Mich.



### for HI-SPEED QUOINS **IRON FURNITURE** TYPE HIGH GAGES

See your local Challenge Dealer

HEMPEL, H. A., 586 Tonawanda St., Buffalo 7 PITTSBURGH White Metal Co., 284 Hamilton, Brooklyn 31 \*PRINTING Mchy. Co., 436 Commercial, Cincinnati 2 2 ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chicago 14 STEPHENS, Samuel & Wickersham Co., 174 High, Boston TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn THOMPSON Cabinet Co., Lake St., Ludington, Mich.



### REFRIGERATING EQUIPMENT

AIRTEMP Div., Chrysler Corp., 1600 Webster, Dayton, O. CARRIER Corp., Carrier Pkwy., Syracuse 1, N.Y. GENERAL Electric Co., 1 River Road, Schenectedy 5, N.Y. TRANE Co., 12 Crosse, Wis. WESTINGHOUSE Electric Corp., P.O. Box 868, Pittsburgh

### REGISTERING SYSTEMS

BENFANG Products Corp., Metuchen, N. J., &CARLSON, C. F., Co., 2240 Edgewood, Minneapolis 26 CARLSON Co., 15 Hathaway St., Boston 10 CLINE Electric Mfg. Co., 3405 W. 47th St., Chicago COTTRELL Co., Sub. of Harris-Intertype Corp., Box 515, Westerly, R. I.
CRAFTSMEN Line-Up Table Corp., 49 River, Waltham,

Mass.

ELECTRIC Eye Equip. Co., 1930 E. Fairchild, Danville, III.

HEINRICH Equip. Co., 200 Verick St., New York

MESS & Barker, 212 S. Darien St., Philadelphia 7

\*\*LLANSTON Monotype Co., Div. of Lanston Industries,

24th & Locust Sts., Philadelphia 1

OLSEN-Mark Corp., 124 White St., New York 13

PITTSBURGH White Metal Co., 284 Hamilton, Brooklyn 31

\*\*PRINTING Mchy. Co., 436 Commercial, Cincinnati 2

STA-Hi Corp., 235 W. Washington, Whittier, Calif.

TAYLOR Machine Co., 210 Guilford Ave., Baltimore

WOOD Newspaper Mchy. Corp., 501 Fifth Ave., New

York 17

### REPRODUCTION PROOFING SYSTEM

\*CHALLENGE Machinery Co., Grand Haven, Mich.
TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn
\*VANDERCOOK & Sons, Inc., 3601 W. Touhy, Chicago 45

### RIVETING MACHINES

STIMPSON, Edwin B., Co., 70 Franklin, Brooklyn 5 UNITED Shoe Machinery Corp., 140 Federal St., Boston

**ROLLER CORES (Ball Bearing)** BINGHAM'S, Sam'l, Son Mfg. Co., 636 Sherman, Cl HART, Wm. C., Co., 137 Greene St., New York MOTOR City Roller Co., 448 E. Lafayette, Detroit 26

**ROLLER, INKING, COATING MACHINES** BINGHAM'S, Sam'l, Son Mfg. Co., 636 Sherman, Chica †IDEAL Roller & Mfg. Co., 2512 W. 24th St., Chicago JOMAC Inc., 6128 N. Woodstock St., Philadelphia 38 NAZ-Dar Co., 461 Milwaukee Ave., Chicago 18 ROSS, Charles & San, Co., 148-156 Classon, Brooklyn

ROLLER, INKING, CONDITIONER \*ANCHOR Chemical Co., 829 Bergen St., Brooklyn 38



SOLD BY AUTHORIZED ANCHOR DEALERS **EVERYWHERE** 

BLACK Rock Mfg. Co., 189 Osborne, Bridgeport 5, Conn. \*PECK, James I., 47 High, West Orange, N. J.

### ROLLER JAPEC CONDITIONER

The original and still the best solvent for removing the glaze from synthetic rubber rollers and restoring their natural surface and tack.

JAMES I. PECK (Reg.) 47 High St., West Orange, N. J. O Range 4-2854 Est. 1922

### **ROLLER TRUCKS, EXPANSION**

★COWAN Pressroom Products, Inc., 1651 Cosmo St., Hollywood 28, Calif. MOTOR City Roller Co., 448 E. Lafayette, Detroit 26 ★RAPID Roller Co., 2558 S. Federal St., Chicago 16

### **ROLLER WASHING MACHINES**

ROLLER WASHING MACHINES
BAR-PLATE Mig. Co., Boston Post Road, Orange, Conn.
BINGHAM'S, Sam'i, Son Mig. Co., 636 Sherman, Chicago
CLEAN-A-Press Machine Co., Box 264, Des Moines 1, Ia.
CONSOLIDATED International Equipment & Supply Co.,
1030 W. Chicago Ave., Chicago 22
\*GEGENHEIMER, Wm., 80 Roebling St., Brooklyn
\*HARRIS-Seybold Co., Div. of Harris-Intertype Corp.,
4510 E. 71st St., Cleveland 5
INTERNATIONAL Press Cleaner & Mig. Co., 112 Hamilton
Ave., Cleveland
JOMAC, Inc., 6128 N. Woodstock St., Philadelphia
McKINLEY Litho Supply Co., 1623-39 John St., Cincinnati
\*\*POPKIN, Jack L., & Co., 216 Mott St., New York 12

Pierce Miehle Vertical

### Roller-Wash-Up-Unit for \$49.50

Performance Guaranteed

### JACK L. POPKIN & CO.

262 Mott St., N. Y. 12, N. Y.

### ROLLERS

Composition
Composition
Covered
Folding Machine
Gravure
Hand
Offset-Lithographic
Proofing
Rubber, Natural
Vulcanized Oil
1 2 3 4 5 1 2 3 4 5 6 7 8 9 10 ADDRESSOGRAPH-Multigraph Corp., 1200 Babbitt Rd., Cleveland
AMERICAN Roller Co., 1342 N. Halsted St., Chicago
1 2 3 4 5 6 7 8 9
AMERICAN Wringer Co., 121 Clinton, Woonsocket, R. I.

BINGHAM Brothers, Inc., 406 Pearl St., New York 16
5
BINGHAM Brothers, Inc., 406 Pearl St., New York
1 2 3 4 5 6 7 8 9 10
BINGHAM'S, Sam'l, Son Mfg. Co., 636 S. Sherman St.,
1 2 3 4 5 6 7

1 2 3 4 5 6 7 8 9 10
CALIFORNIA ink Co., 545 Sansome, San Francisco 11
1 2 5 6 7 8 9 10
CORKPAK Co., Inc., 70 Argyle Ave., New Rochelle, N.Y.

CRONITE Co., 88th & Hudson, North Bergen, N. J.

DAVIDSON Corp., Subsid. of Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5
1 2 3 8
DAYTON Rubber Co., 2342 W. Riverview, Dayton, Ohio 2 5 6 8 9 10
\*\*DEXTER Co., Div. of MGD, Inc., 2011 Hastings St., Chicago 8

FLORENCE Pipe Foundry & Machine Co., Florence, N. J.

★GENERAL Printing Ink Co., Div. Sun Chemical Corp., 750 Third Ave., New York 17

GODFREY Roller Co., 215 N. Camac St., Philadelphia

1 2 3 4 5 6 7 8 9 10 GOODRICH, B. F., Industrial Products Co., 500 S. Main St., Akron 18, Ohio

\*GOODYEAR Tire & Rubber Co., 1144 E. Market St., Akron 16, Ohio

HARRIGAN Roller Co., 311 Guilford, Baltimore 2 1 2 4 6 7 8 9 10 

INTA-Roto Machine Co., P.O. Box 454, Richmond 3, Va. ISLEY, W. F., & Co., 322 Lindsay, Greensboro, N. C.

JOMAC, Inc., 6128 N. Woodstock St., Philadelphia 1 2 3 4 5 6 7 8 9 10 \*\*LITHOPLATE, Inc., subsid. of Harris-Intertype Corp., 278 Arden Dr., El Monte, Calif.

MACHINE Parts Co., 1124 E. 108th, Los Angeles 59

MANHATTAN Rubber Mfg. Div., Raybestos-Manhattan, Inc., 61 Willet St., Passaic, N. J. McKINLEY Litho Supply Co., 1623-39 John St., Cincinnati

★MILWAUKEE Prirs. Rollers Co., 422 S. 4th, Milwaukee 4 MORELAND Corp., York & Fitzwatertown Rds., Willow Grove, Pa.

Grove, Pa. 2 3 4 5 6 7 8 9

MOTOR City Roller Co., 448 E. Lafayette St., Detroit 7 NATIONAL Roller Co., 307 Pearl St., New York 38 1 2 5 6 8 7 10
OHIO Roller Co., 4408 Detroit Ave., Cleveland 13
1 2 5 6 7 8 9
OSGOOD-Globe Corp., 33 Purchase St., Boston 10
1 6 9
PAVYER Prig. Mach. Works, 600 S. Broadway, St. Louis 2

\*RAPID Roller Co., 2558 S. Federal St., Chicago 16 1 2 3 4 5 6 7 8 9 RAYBESTOS-Manhattan, Inc., 61 Willet St., Passaic, N. J.

ROBERTS & Porter, Inc., 555 W. Adams St., Chicago 7 ROLLER Corp. of America, 611 South Ave., Garwood, N.J.

★SIEBOLD, J. H. & G. B., 150 Varick, New York 13 STANDARD Process Corp., 2704 W. Roscoe St., Chicago

THIOKOL Corp., 780 N. Clinton Ave., Trenton, N. J. TRIUMPH Equip. Engineers, 6506 Walker, Minneapolis 26

TWIN City Printers Roller Co., 505 S. 3rd, Minneapolis 15 UNITED States Rubber Co., 1230 Ave. of the Americas, New York 20

UNIVERSAL Roller Co., 3744 14th St., Detroit 8

WILD & Stevens, Inc., 45 Industrial Place, Newton Upper Falls, Mass.
1 2 3 4 5 6 7 8 9 10
WINN & GOODMAN, 440 Sansome St., San Francisco 11

WORTMAN Roller Co., 1915 Race St., Cincinnati

### **ROLL LEAF CUTTERS**

ACKERMAN Gould Co., Box 188, Oceanside, L. I., N.Y. COUGHLIN Mfg. Co., 697 E. 132nd St., New York 54 GRIFFIN, Campbell, Hayes, Walsh, Inc., 50 E. 21st St., New York 10 \*HEIDELBERG Eastern, Inc., 73-45 Woodhaven, Glendale,

PEERLESS Roll Leaf Co., 4511 New York, Union City, N. J. SWIFT, M., & Sons, Inc. 10 Love Lane Hartford 1, Conn.

### **ROTARY PRESS KNIVES**

COES Knife Co., 72 Coes St., Worcester 3, Mass. FLORENCE Pipe Foundry & Machine Co., Florence, N. J. OHIO Knife Co., B&O R.R. & Dreman Ave., Cincinnati SIMONDS Saw & Steel Co., 470 Main, Fitchburg, Mass. SIMONDS Worden White Co., 604 Negley Pl., Dayton 7

ROTOGRAVURE CYLINDER MARKING **MACHINE** (see Marking Machine, Rotogravure)

ROUGHING MACHINES (see Embossing Machines, Roller)

**ROUND CORNERING MACHINES** (see Punching and Round Cornering

WHEN WRITING SUPPLY FIRMS KINDLY MENTION

d

. 4

la.

LJ.

. J.

ROUTING MACHINES

1 Line Slugs 2 Relief Plates 3 Router Bits 2 3

1 2 3
ARICAN Wood Products & Tool Supply, 705 Mont-claire, Edwardsville, III.
AMSTERDAM Continental, 268-276 Fourth, New York 10
AURORA School of Photoengraving, Aurora, Mo.

AUTOMATIC Saw Co., 425 N. Senate Ave., Indianapolis CHICAGO Wheel & Mfg. Co., 1101 W. Monroe, Chicago 7

DOUTHITT Corp., 680 E. Port St., Detroit 26
GOSS Co., Div. of MGD, Inc., 5601 W. 31st, Chicago 50
2 3
HAMMOND Machinery Builders, Inc., 1600 Douglas Ave.,
Kalemazoo 54, Mich.
2 3

HOE, R., & Co., Inc., 910 E. 138th St., New York MARGACH Mfg. Co., Inc., 82 Beekman St., New York

MILWAUKEE Saw-Trimmer Co., 612 E. Clybourn St., Milwaukee

MORRISON Co., 125 W. Melvina St., Milwaukee NOLAN Corp., 1333 E. Dominick St., Rome, N.Y.
2 3
NORTH American Products Corp., 707 Bartley, Jasper,

ONSRUD Cutter Mfg. Plant, Libertyville, III.
2 3
ONSRUD Mach. Works, Inc., 3900 W. Palmer, Chicago 47 2 3 OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, III. PIONEER Mfg. Co., 1130 Nebraska Ave., Toledo 2, Ohio 1 2 3 ★RICHARDS, J. A., Co., 903 N. Pitcher St., Kalamazoo

1 2 3
ROYLE, John & Sons, 10 Essex St., Paterson 3, N. J.
SHAW Machine & Tool Co., 1151 Temple, Los Angeles 12 STANLEY Electric Tools, Div. of Stanley Works, 480 Myrtle, New Britain, Conn.

TARPLEY, George, Co., P.O. Box 345, Chesterland, Ohio \*WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa.

\*WILLIAMSON & Co., Inc., P.O. Box 71, Caldwell, N. J. ZANETTI, A. D., Machine Works, 1630 Jerrold, San Fran-

**RUBBER PLATE MATERIALS** 

MARSHALL Sales & Export Corp., 220 S. 16th St., Philadelphia MELIND, Louis Co., 3524 N. Clark St., Chicago 13 STEREOTYPE Equipment Co., 2602 Elston, Chicago 14 THREE-M Service, Argyle, Wis.

RUBBER PLATE MOLDING EQUIPMENT (see Plate Molding Equipment)

RUBBER STAMP MACHINERY

AMERICAN Evatype Corp., 739 Osterman, Deerfield, III. ELECTRO-Copyst, Inc., 205 E. 42nd St., New York 17 LAKE Erie Machinery Corp., P.O. Box 68, Buffalo 17 STEREOTYPE Equipment Co., 2062 Elston, Chicago 14

1 Brass
2 Cutting, Creasing, and Perforating
3 Steel
4 Plastic
1 2 3 4

1 2 3 4 ACCURATE Steel Rule Die Mfrs. Co., 22 W. 21st, New

ALVIN Co., 215 West 20th St., New York 11

AMERICAN Fabricators, 22 W. 21st St., New York 10

AMSTERDAM Cont'l Types & Grophic Equip., Inc., 268
Fourth Ave., New York 10

BOYD, H. S., Co., 6525 E. 24th St., Tulsa, Okla.

★GOODYEAR Tire & Rubber Co., Printers' Supplies Sales Dept., P.O. Box 801, New Bedford, Mass.

HELMOLD, J. F., & Bros., 1462 W. Shakespeare, Chicago LOS Angeles Type Founders, Inc., 2251/2 E. Pico Blvd., Los Angeles

LUFKIN Rule Co., 1730 Hess St., Saginaw, Mich.
MARKEL Rubber Products Inc., 514 Jackson, New York 55
2 3

MENDEZ Co., 30 Beekman St., New York 7 ★RICHARDS, J. A., Co., 903 N. Pitcher St., Kalamazoo 13F, Mich. 1 2 3 1 2 3 4 SIMONDS Saw & Steel Co., 470 Main, Fitchburg, Mass. 2 3 STEWART, Don, Co., 445 Clay St., San Francisco 11 STRIPFOUNDERS, Inc., 4550 Federal St., Chicago 9

TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn 17 2 3 ★TI-PI Co., 1000 Broadway, Kansas City 5, Mo.

\*UNIVERSAL Mono-Tabular Corp., 715 N. Central Expressway, Richardson, Tex. ★WILSOLITE Corp., 1827 Niagora St., Buffalo 7

**RULE CASTERS** (see Composing Machines)

**RULE, STEEL, BENDERS AND CUTTERS** AA-1 Steel Rule Die Service, 538 S. Dearborn, Chicago 5 ACCURATE Steel Rule Die Mfrs. Co., 22 W. 21st St., New York 10
AMERICAN Fabricators, 22 W. 21st St., New York 10
CRAFTSMEN Machinery Co., 75 W. Dedham St., Boston
HELMOLD, J. F., & Bro., 1462 W. Shakespeare, Chicago 14
★RICHARDS, J. A., Co., Kalamazoo 13F, Mich.

**RULING MACHINES** 

DREDGE, A., Ruling Pen Co., 105 Johnson, Hackensack, N. J. 



SAFES, FIREPROOF EMPIRE Safe Co., 245 Canal St., New York 13

SALES BOOKS & TAGS (also see

**Business Forms for the Trade)** ★ADAMS Bros. Salesbook Co., P.O. Box 91, Topeka, Kan. ENNIS Business Forms, Inc., 214 W. Knox, Ennis, Tex. ERSCO, 1930 Patterson Ave., New York 72 SHELBY Salesbook Co., 40 High School Ave., Shelby, Ohio

SAWS, PLANERS, SHARPENERS

I Block Levellers, Planers
Photo-engraver's Saw
Planers Knives
Saw Blades
Saw Sharpeners
Saw Sharpeners
Saw Trimmers
Saws, Band
Saws, Die-Makers
Saws, Die-Makers
Saws, Mitering
Saws, Mitering
Saws, Mand
Saws, Sharpening Service
Saws, Sharpening Service
Saws, Sharpening Service 8 9 10 11

12
AMERICAN Wood Products & Tool Supply, 705 Montclaire, Edwardsville, III.

3 4 7 8
AUTOMATIC Saw Co., 425 N. Senate, Indianapolis
12 4 5

SAW SHARPENING

FOR NEWSPAPERS AND PRINTERS PROMPT SERVICE—WORK GUARANTEED PRICES \$1.05 per Saw or Book of 10 Coupons \$10. (Return Postage Prepaid)

NEW SAWS FOR ANY MAKE MACHINE Write for Information on Our Trade-In Plan AUTOMATIC SAW CO.
425 North Senate St. INDIANAPOLIS 4, IND.

BAUMAN, Harry C., 500 Pressley, Pittsburgh BOICE-Crane Co., 930 W. Central Ave., Toledo 6, Ohio BORG-Warner Corp., Atkins Saw Div., 402 S. Illinois St., Indianapolis 9

CHAPMAN Knives & Saws, 504 S. Broadway, St. Louis 2 4 5 8
DISSTON, Henry, Div., H. K. Porter Co., Inc., Unruh & Milnor Sts., Philadelphia 35 2 3 4 9 10 11
FOLEY Mfg. Co., 3300 Fifth, N.E., Minneapolis 18 GAY-Lee Co., 71 W. 14 Mile Rd., Clawson, Mich.

GOSS Co., Div. of MGD Inc., 5601 W. 31st, Chicago 50 HAMMOND Machinery Builders, Inc., 1600 Douglas Ave., Kalamazoo 54, Mich. 1 7

1 2 3 4 5 6 7 8 9 10 11 12
HANCHETT Mfg. Co., Big Rapids, Mich.
5 6 7
HEATON & Anderson Div., 500 Como, Sr. Paul 3, Minn. HOE, R., & Co., Inc., 910 E. 138th St., 88 York 54
4 5 6 7 8 9

HUFFMAN. M. V., Mfg. Co., 5415 York, Los Angeles 42 \*MERGENTHALER Linotype Co., 29 Ryerson, Brooklyn 5
MILWAUKEE Saw-Trimmer Corp., 612 E. Clybourn St.,
Milwaukee 2 MISSOURI-Central Type Foundry, 705 E. Murdock Ave., Wichita S, Kan.

MONOMELT Co., 1611 Polk St., N.E., Minneapolis 13 MORRISON Co., 125 W. Melvina St., Milwaukee 12 NATIONAL Saw Sharpening Co., 316 E. Ohio St., Indianapolis 4

NATIONAL Steel & Copper Plate Co., 700 S. Clinton, Chicago 7 NELSON, C. B., Co., Div. of Fastener Corp., 3700 River Rd., Franklin Park, III.

NOLAN Corp., 1333 E. Dominick St., Rome, N.Y. NORTH American Products Corp., 707 Bartley, St. Jasper,

OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, III. 1 2 3 4 5 6 7 8 9 10 ★PATE Co., 3553 Peterson Ave., Chicago 45



And remember . . . all COST CUTTER SAWS have full ball bearing, easy-gliding tables. National Sales Office

# The PATE Company 6124 No. Pulaski Rd., Chicago 46, III

PAVYER Prtg. Mach. Works, 600 S. Broadway, St. Louis 2 PIONEER Mfg. Co., 1130 Nebraska Ave., Toledo 2, Ohio RALYA Saw Corp., 109 W. Second St., Cincinnati 2

\*\*RICHARDS, J. A., Co., 903-7 N. Pitcher, Kalamazoe, Mich. ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chicago ROYLE, John, & Sons, 10 Essex St., Paterson 3, N. J. SAW & Knife Specialty Co., 6526 Carnegie, Cleveland 3 4 5 SIMONDS Saw & Steel Co., 470 Main, Fitchburg, Mass. 3 4 SULLEBARGER, E. T., Co., 114 Liberty St., New York 6 2 4 Charles Co., 470 Main, Fitchburg, Mass. 10 SIMONDS Saw & Steel Co., 470 Main, Fitchburg, Mass. 10 SIMONDS Saw & Steel Co., 470 Main, Fitchburg, Mass. 10 SIMONDS Saw & Steel Co., 114 Liberty St., New York 6 2 4 SUPER Speed Prtg. Mchy., Inc., 1712 E. 27th, Cleveland 11 TESCH Mfg. Co., 2121 N. Drew 51., Appleton, Wis.

7
TRIUMPH Equip. Engineers, 6506 Walker, Minneapolis 26
7
\*VANDERCOOK & Sons, 3601 W. Touhy Ave., Chicago 1 WALLIN Printers Supply Co., 309 S. 13th, Omaha, Neb. ★WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa. 2 4 7 9 10 ★WILLIAMSON & Co., Inc., P.O. Box 71, Caldwell, N. J.

# **SCALES**

SCALES

1 Platform
2 Postal
3 Paper
1 2 3
AMTHOR Testing Instr. Co., 45 Van Sinderen, Brooklyn 7

CADY, E. J., & Co., 630 Harlem, River Forest, III. 3
DETECTO Scales Inc., 540 Park Ave., Brooklyn 5
1 2 3
FAIRBANKS, Morse & Co., 600 5. Michigan, Chicago 5 FRIDEN, Inc., San Leandro, Calif.

PITNEY-Bowes, Inc., 757 Pacific St., Stamford, Conn. SHAW Box Crane & Hoist Div., Manning, Maxwell & Moore, Inc., W. Broadway, Muskegon, Mich.

TESTING Muchines, Inc., 72 Jeriche, Mineola, L. I., N.Y. THWING-Albert Instr. Co., Penn & Pulaski, Philadelphia TOLEDO Scale Co., Toledo 12, Ohio

# SCORING ATTACHMENT (PRESS)—(see Perforating, Slitting, and Scoring Attachments (Press)

SCREENS, HALFTONE

AMSTERDAM Cont'l. Types & Graphic Eqp. Inc., 268 4th Ave., New York 10 BRIDGEPORT Engravers Supply Co., 30 Grand, Bridge-

BRIDGEPORT Engravers Supply Co., 30 Grant, priageport, Conn.
BUCKBEE Mears Co., Toni Bldg., St. Paul 1, Minn.
CAPROCK Developments, 165 Broadway, New York 6
CONSOLIDATED International Equipment & Supply Co.,
1030 W. Chicago Ave., Chicago 22
DOUTHITT Corp., 680 E. Fort St., Detroit 26
\*EASTMAN Kodak Co., 343 State St., Rochester 4, N.Y.
KEMART Corp., 340 Front St., Son Francisco 11
\*\*LANSTON Monetype Co., Div. of Lanston Industries,
24th & Locust Sts., Philadelphia 1
LEVY, Max, & Co., Wayne & Berkley, Philadelphia
McKINLEY Litho Supply Co., 1623-39 John St., Cincinnati
MILLER-Trojan Co., 1083 W. Main St., Troy, Ohio
MOORE Laboratories, 70 W. Montcalm, Detroit 1
NATIONAL Steel & Copper Plate Co., 700 S. Clinton,
Chicago 7

Chicago 7.
NAZ-Dar Co., 461 Milwaukee Ave., Chicago 10
OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, 111.
PHILLIPS & Jacobs, 622 Race St., Philadelphia
ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave., Chicago ★ROLL-O-Graphic Corp., 133 Prince St., New York 12

# SCREEN TINTS

20 x 24—85.6 22 x 28—87.50

120 line, 133 line, 150 line

ROLL-O-GRAPHIC CORP. 133 PRINCE ST., N.Y., GRomercy 5-8760

RUTHERFORD Machinery Co., Div. Sun Chemical Corp., 401 Central Ave., E. Rutherford, N. J. SULLEBARGER, E. T., Co., 114 Liberty St., New York 6 \*WESEL Mfg. Co., 1141 N. Washington, Scronton, Pa.

**SEALING MACHINES, SEALS** 

AMSCO Packaging Mach. Co., 3131 48th Ave., Long island City 1, N.Y. FERGUSON, J. L., Co., P.O. Bex 1226, Joliet, III. SEAL-O-Matic Dispenser Corp., 169 Murray, Newark, N.J.

**SEALING MACHINES, TAPE** 

BETTER Packages, Inc., Shelton, Conn.
CHICAGO Gum Tape Co., 855 W. Adams St., Chicago
DRY-Tab Package Sealer Co. Inc., 271 W. Livingston St.,
Banning, Calif.
GUMMED Tape & Devices Co., 1069-71 Rogers, Brooklyn
†MINNESOTA Mining & Mfg. Co., 900 Bush, St. Paul 6
†NASHUA Corp., 44 Franklin St., Nashua, N. H.
SEAL-O-Matic Dispenser Corp., 169 Murray, Newark, N.J.

**SEWING MACHINES AND NEEDLES** 

ALTAIR Machinery Corp., 55 Vandam St., New York CRAWLEY Book Michy. Co., 328 Keturah, Newport, Ky. &DEXTER Co., Div. of MGD, Inc., 2011 W. Hastings St., Chicage St., Chicago 8 GELLMAN Mfg. Co., 1700 1st St., Rock Island, III. SINGER Mfg. Co., 109 Trumbull St., Elizabeth, N. J. SMYTH Mfg. Co., 9 Sigourney St., Harfford, Conn. UNION Special Machine Co., 402 N. Franklin, Chicago

SHADING MEDIUMS

BEN DAY, Inc., 118 East 28th 5t., New York 16 BOURGES Color Corp., 805 5th Ave. New York 11 CRAFTINT Mfg. Co., 1615 Collamer Ave., Cleveland 10 PHILLIPS & Jacobs, 622 Race 5t., Philadelphia TINTOGRAPH Co., 48 New Chambers 5t., New York

SHAVING, BORING AND PLANING **MACHINES (Flat Plates)** 

COTTRELL Co., Sub. of Harris-Intertype Cerp., Box 515, Westerly, R. I. GOSS Co., Div. of MGD, Inc., 3601 W. 31st St., Chicage HAMMOND Machinery Builders, Inc., 1600 Douglas Ave., Kalamaxoo 54, Mich.

\*\*HARRIS-Seybold Co., Div. of Harris-Intertype Corp., 4510 E. 71st St., Cleveland S HESS & Barker, 212 S. Darien St., Philadelphia HOE, R., & Co., Inc., 910 E. 138th St., New York 54 MONOMELT Co., Inc., 1611 Polk, N.E., Minneapolis 13 NORTHERN Machine Wrks., 323 N. Fourth, Philaden CostraNDER-Saymour Co., 1710 N. 25th, Melrose Park, Ill. \*\*RICHARDS, J. A., Co., 903 N. Pitcher St., Kalamazoo, Mich.

Mich.

STA-HI Corp., 235 W. Washington, Whittier, Calif.

STEREOTEX Co., 33 Crescent Ave., Scituate, Mass.

STEREOTYPE Equipment Co., 2062 Elston Ave., Chicago

★WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa.

SHAVING MACHINE, ROTARY **HEAD** (Electrotypers)

HEAD (Electrotypers)

AMERICAN Wood Products & Tool Supply, 705 Montclaire, Edwardsville, III.

COTTRELL Co., Sub. of Harris-Intertype Corp., Box 515, Westerly, R. I.

HESS & Barker, 212 S. Darien St., Philadelphia

MONOMELT Co., Inc., 1611 Polk, N.E., Minneapolis 13

NORTHERN Machine Works, 323 N. Fourth, Philadelphia

OSTRANDER-Seymour Co., 1710 N. 25th, Malrose Park, III.

STA-HI Corp., 235 W. Washington, Whitter, Calif.

STEREOTEX Co., 33 Crescent Ave., Scituate, Mass.

\*WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa.

\*WISLI MRSON & Co., Inc., P.O. Box 71, Caldwell, N. J.

#### SHEARS FOR STEREOTYPE MATS AND ELECTROTYPE SHELLS

COES Knife Co., 72 Coes St., Worcester 3, Mass.
DOUTHITT Corp., 680 E. Fort St., Detroit 26
GOSS Co., Div. of MGD Inc., 5601 W. 31st St., Chicago
HOBBS Mfg. Co., 26 Salisbury St., Worcester, Mass.
HOE, R., & Co., Ink, 910 E. 138th St., New York 54
MONOMELT Co., 1611 Polk, N.E., Minneapolis 13
OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, Ill.

## **SHEET CLEANERS (see Paper Cleaners)**

SHELVING

SHELVING

ACME Steel Co., 135th & Perry Ave., Chicago 27

AURORA Equip. Co., Cleveland at Prairie, Aurora, III.

BERGER Mfg. Div., Republic Steel Corp., 1038 Belden

Ave. N.E., Canton S, Ohio

EQUIPTO Div. Aurora Equipment Co., Aurora, III.

FRANKLIN, Bernard, Co., 405 Torresdole, Philadelphia

LYON Metal Products, Inc., P.O. Box 671, Aurora, III.

REMINGTON-Rand, Div. of Sperry-Rand Corp., 315

Fourth Ave., New York

STANDARD Pressed Steel Co., Box 740, Jenkintown, Pa.

SHOOT BOARDS

OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, Ill. \*WESEL Mfg. Co., 1141 N. Washington, Scranton, Pα.

SILK SCREEN EQUIPMENT, SUPPLIES

SILK SCREEN EQUIPMENT, SUPPLIES
BROWN Lindsay Paint Co., 2601-75 W. Grand, Chicago 12
\*CHEMCO Photoproducts Co., Charles, Glan Cove, N.Y.
CONSOLIDATED International Equipment & Supply Co.,
1030 W. Chicago Ave., Chicago 22
CRAFTINT Mfg. Co., 1613 Collamer Ave., Cleveland 10
DOUTHITT Copp., 680 E. Fort St., Detroit 26
\*£ASTMAN Kodak Co., 343 State 51., Rochester 4, N.Y.
FOSTORIA Pressed Steel Corporation, Fostoria, Ohio
GENERAL Research & Supply Co., 527 S. Division St.,
Grand Rapids, Mich.
GLIDDEN Co., 11001 Madison Ave., Cleveland 2
\*GOODYEAR Tire & Rubber Co., Printers' Supplies Sales
Dept., P.O. Box 801, New Bedford, Mass.
GOODKIN, M. P., Co., 112 Arlington, Newark 2, N. J.
M&M Research Engineering Co., 13360 W. Silver Spring,
Butler, Wis.

M&M Research Engineering Co., 150 Butler, Wis.
MARKEM Machine Co., 150 Congress St., Keene, N. H.
MASTERSCREEN Printing Equipment Corp., P.O. Box 707, MASTERSCREEN FIRMING LOUDENS STOCKEN, Calif.
MERIX Chemical Co., 1021 E. 55th St., Chicago
NATIONAL Steel & Copper Plate Co., 700 S. Clinton,

NATIONAL Steel a Copper Chicago Chicago Control of Co., 469 Milwaukee Ave., Chicago PHILLIPS & Jacobs, 622 Race St., Philadelphia RADIANT Color Co., 830 Isobella St., Oakland 7, Calif. ROBERTSON Photo-mechanix, Inc., 7448 Lawrence Ave.,

Chicago
Chicag

SILVER SPRAY EQUIPMENT FOR ELECTROTYPING

OSTRANDER-Saymour Co., 1710 N. 25th, Meirose Park, Ill. PAASCHE Airbrush Co., Div. Cline Electric Mfg. Co., 1905 Diversey Perkway, Chicago 14 PHILLIPS & Jacobs, 622 Race St., Philodelphia PRENCO Engineering Corp., 6435 N. Central, Chicago 46 \*\* WILLIAMSON & Co., Inc., P.O. Box 71, Caldwell, N. J.

SKIVING MACHINES

LESTER & Wasley Co., 513 N. Main, Nerwich, Conn. UNITED SHOE Machinery Corp., 140 Federal, Boston 7 YOUNG Engineering Co., 2429 N. Sheffield, Chicago 14

SLITTING ATTACHMENT (PRESS)—(see Perforating, Slitting, and Scoring **Attachments (Press)** 

#### SLITTING AND REWINDING EQUIPMENT

EQUIPMENT

BECK, Charles, Machine Corp., 44 Church Road, King of Prussia, Pa.

\*CAMERON Machine Co., 61 Poplar St., Broeklyn 2
CHAMBERS Bros. Co., 52nd & Media, Philadelphia CHICAGO Box Mach. Works, 1810 W. Grand, Chicago 22
CLINE Electric Mfg. Co., 400 W. Madison St., Chicago COTTRELL Co., Sub. of Harris-Intertype Corp., Box 515, Westerly, R. I.

DIETZ Machine Works, 126 W. Fontaine, Philadelphia DOVEN Div., Appleton Machine Co., 618 S. Onsida St., Appleton, Wis.

HAMILTON Tool Co., 900 Hanover St., Hamilton, Ohio HOBBS Mfg. Co., 26 Salisbury St., Worcester S, Mass.

HODPER, F. X., Co., Inc., Glen Arm, Md.

HUDSON-Sharp Machine Co., Subsid. of Food Machy. & Chem. Corp., Green Bay, Wis.

INMAN Mfg. Co., Inc., Amsterdam, N.Y.

INTA-Roto Machine Co., P.O. Box 454, Richmond, Va. JACQUES, John, & Son, 93 Webster, Worcester, Mass.

KIDDER Press Co., Inc., 121 Broadway, Dover, N. H.

KNOWLTON, M. D., Co., 28 Industrial, Rochester, N.Y.

KOMLER Systems Co., 159 E. Chicago Ave., Chicago 11

McADAMS, John, & Sons, 20 Knight, Norwalk, Conn.

MEISEL Press Mfg. Co., 944 Dorchester Ave., Boston 25

\*PACKER Mfg. Co., Green Bay, Wis.

PAPER Converting Machine Co., 224 Mill, Rochester, N.Y.

Bay, Wis.

PARRY, S. R., Machine Co., 224 Mill, Rochester, N.Y.

★ROSBACK, F. P., Co., Fifth & Park, Benton Harbor,

Mich.
STANDARD Paper Box. Mach. Co., 476 Broome, New York
STANFORD Engineering Co., Salem, III.
SWIFT, Geo. W., Jr., Inc., 7 Ward, Bordentown, N. J.
WALDRON, John, Carp., River Rd., New Brunswick, N. J.
YOUNG Engineering Co., 2429 N. Sheffield, Chicago

SPINNERS, GROMMETS, Etc. STIMPSON, Edwin B., Co., 70 Franklin, Brooklyn 5

SQUEEGEES, SILK SCREEN

GENERAL Research & Supply Ce., 527 S. Division St., Grand Rapids, Mich. GOODRICH, B. F., Industrial Products Co., 500 S. Main St., Akron 18, Ohio #GOODYEAR Tire & Rubber Co., Printers' Supplies Dept., P.O. Box 301, New Bedford, Mass. NAZ-Dar Co., 469 Milwaukee Ave., Chicago 10

STAMPER, BENCH LEVER

ALTAIR Machinery Corp., 55 Vandam St., New York \*DEXTER Co., Div. of MGD, Inc., 2011 W. Hastings St., Chicago 8 GANE Bros. & Lane, Inc., 1335 W. Lake St., Chicago GRIFFIN, Campbell, Hayes, Walsh, Inc., 50 E. 21st St., New York 10 MATTHEWS, James H., & Co., 3814 Forbes, Pittsburgh 13 OISEN-Mark Corp., 124 White St., New York 13

STANDING PRESSES, BINDERY

BERRY Machine Co., 716 N. First St., St. Louis 2 HICKOK, W. O., Mfg. Co., Box 425, Harrisburg, Pa. McLAUGHLIN, Wm. J., & Co., 256 S. 23rd, Philadelphia 3

STATIC ELIMINATORS

ABBEON Supply Co., 179-15 Jamaica Ave., Jamaica, N.Y. ★ANCHOR Chemical Corp., 829 Bergen St., Brooklyn 38



SOLD BY AUTHORIZED ANCHOR DEALERS **EVERYWHERE** 

CITY Machine Co., 18 N. Bridge, Holyoke, Mass. CORKPAK Co., Inc., 70 Argyle, New Rochelle, N.Y. CRAIG Corp., 143 W. 20th St., New York 11 & DOYLE, J. E., Co., 1220 W. 6th St., Cleveland 13 & HARRIS-Saybold Co., Div. of Harris-Intertype Corp., 4510 E. 71st St., Cleveland S HART, Wm. C., Co., Inc., 137 Greene St., New York HERBERT Products, Inc., 180 Linden Ave., Westbury, N.Y. HEWSON Co., Inc., 443 Broad St., Newark 2 INDIANA Chemical & Mfg. Co., 517 S. Alabama St., Indianapolis 25 MAXSON Automatic Mchy. Co., 98 Granite, Westerly, R.I. MERIX Chemical Co., 1021 E. 55th St., Chicago 15 MUCLEAR Products Co., 10178 E. Rush, El Monte, Celif. OXY-Dry Sprayer Co., 1134 W. Montrose, Chicago 13 PAYNE, Ernest, Corp., 82 Beekman St., New York 38 PORTIAND Co., 58 Fore St., Portland 6, Me. & SIMCO Co., 920 Walnut St., Lansdale, Pa.



# neutro-stat

anti-static sprays
GREASELESS, SMEARLESS, GUARANTEED
EFFECTIVE REGULAR or NON-RUST

THE SIMCO COMPANY 920 Walnut St., Lansdale, Pa

12

8

Y

25

٩.,

ŧ.,

13

3

Y.

lif.

SOUTHWORTH Machine Co., 30 Warren, Portland, Me. STA-HI Corp., 1235 W. Washington, Whittier, Calif. STATIC Eliminator Co., 239 Centre St., New York 13 \$\times STATIKIL, Inc., 1220 W. 6th, Cleveland 13



TAKK Corp., P.O. Box 346, Newark, Ohio TEITELBAUM, N., Sons, 261 Grand Concourse, New York U.S. RADIUM Corp., P.O. Box 246, Morristown, N. J. WESTERN Brush Co., 219 S. Western Ave., Chicago

#### STEEL STRAPPING

ACME Steel Co., 135th & Perry Ave., Chicage 27 SIGNODE Steel Strapping Co., 2600 N. Western, Chicago

# STEREOTYPE SUPPLIES, GUMMED TAPE, PACKING STRIPS, PARTING POWDER

BURGESS Cellulose Co., Freeport, III.
CORRPAK Co., 70 Argyle Ave., New Rochelle, N.Y.
+DEXTER Folder Co., Pearl River, N.Y.
GRIFFITHS, John, Co., 415 Lexington, New York 17
HOE, R., & Co., 910 E. 138th St., New York 54
IMPERIAL Type Metal Co., 1800 S. 54th Ave., Chicago 50
SHAW Machine & Tool Co., 1151 Temple, Los Angeles 12
UNITED Stereotype & Supply Co., 8av 38, W. Lynn, Mass.
WOOD Flong Corp., 551 Fifth Ave., New York 17

# STIPPLING MACHINES (see Embossing Machines, Roller)

# STITCHERS, WIRE

ACME Steple Co., N. Main St., Franklin, N. H.
ACME Steel Co., 135th & Perry Ave., Chicago 27
BOSTITCH. Inc., E. Greenwich, R. I.
CHRISTENSEN Machine Co., 100 Fourth St., Racine, Wis.
\*DEXTER Co., Div. of MGD, Inc., 2011 W. Hastings St.,
Chicago 8.

\*\*DEXTER Co., Div. of MGD, Inc., 2011 W. Mastings St., Chicaga 8

\*\*HARRIS-Seybold Co., Div. of Harris-Intertype Corp., 4510 E. 71st St., Cleveland 5

HELLER Roberts Mfg. Corp., 6151 Carnegie, Cleveland 3

HOFFERT Machine Co., 718 Maraueste St., Racine. Wis., JONES, James H., Co., 808 W. Washington St., Chicago McLAUGHLIN, Wm. J., & Co., 256 S. 23rd, Philadelphia MACEY Co., Subsid. of Harris-Intertype Corp., 5350 W. 130th St., Cleveland 30

NEW Jersey Wire Stitching Machine Co., 608 S. Second St., Carnden, N. J.

PABICH, W. R., Mfa. Co., 2323 N. Knox, Chicago 39

\*\*ROSBACK, F. P., Co., Fifth & Park, Benton Harbor, Mich. \*\*SCHRIBER Mach. Co., 4900 Webster St., Dayton 4, Ohio \*\*SHERIDAN. T. W. & C. B., 220 Church St., New York 13

STANDARD Paper Box Mach. Co., 476 Broome, New York SWINGLINE, Inc., 32-00 Skillman, Long Island City, N.Y.

#### STITCHING WIRE FEEDERS

ACME Steel Co., 135th & Perry Ave., Chicago 27 BOSTITCH, Inc., E. Greenwich, R. I. CHRISTENSEN Machine Co., 100 Fourth St., Racine, Wis. \*\*ROSBACK, F. P., Co., Fifth & Park, Benton Harbor, Mich.

# STOCK CUTS

STOCK COTT EAST Texas Engraving Co., 116 S. Beckham, Tyler, Tex. HUX-CUTS, Inc., Box 582, Lancaster, Pa. JUDSON Type, Inc., 151 W. 23rd 5r., New York 11 MENDEZ Co., 30 Beekman St., New York 7 MERRELL Features. 208 N. Wells, Chicago 6 SHINN, Cobb, 721 Union St., Indianapolis 4

## STOCK PHOTOGRAPHS

ARMSTRONG, H. Roberts, 4203 Locust, Philadelphia LAMBERT Studios, 2801 W. Cheltenham, Philadelphia 50 SHINN, Cobb, 721 Union 5t., Indianapolis 4 UNDERWOOD & Underwood, 319 E. 44th St., New York 17; 646 N. Michigan Ave., Chicago 11

## STONES AND GRINDERS

BOICE-Crane Co., 930 Central Ave., Toledo 6, Ohio \*GENERAL Printing Ink Co., Div. Sun Chemical Corp., 750 Third Ave., New York 17 UNITED Shoe Machnery Corp., 140 Federal, Boston 7

## STRIP MATERIAL CASTERS (see Composing Machines)

STRIPPING MACHINES (see Gumming, Gluing, Pasting Equipment)

# **SUCTION CUPS**

★IDEAL Roller & Mfg. Co., 2512 W. 24th St., Chicago



# **TABLES AND STANDS**

- I Bindery
  Case Filling, Electrotyping
  Cutting Stands, Gravure
  Cylinder Tables, Rotogravure
  Elevating, Beating, Stereotyping
  I mposition
  Line-up and Register
  Make-up and Storage
  Offset-Lithe, Layout
  Relouching Stands
  Stands
  Stereotype Forms
  Stereotype Forms
  Tamsfer for Vertical Press
  Viewing Stands, Gravure
  Stands
  Stands, Gravure
  Stands
  Stands
- ANGLE Steel Stool Co., 309 W. Oak, Plainwell, Mich.
- APPLETON Wood Products Co., Inc., Douglas & Second Sts., Appleton, Wis. 15 AURORA Equip. Co., Cleveland at Prairie, Aurora, III.
- AUTOQUIP Corp., 1140 S. Washtenaw, Chicago 12 BAR-PLATE Mfg. Co., Boston Post Road, Orange, Conn.
  12 7 9 10

  \*\*BEALL, Jack, Vertical Service, 641 S. Dearborn, Chicago
- BRIDGEPORT Engravers Supply Co., 30 Grand, Bridgeport 2, Conn.
- BROWN Coating Eqpt. Co., Wellston, Ohio
- BROWN, W. A., Mfg. Co., 608 S. Dearborn St., Chicago 5
  12
  14
  CHALLENGE Machinery Co., Grand Haven, Mich.
  3
  KCHEMCO Photoproducts Co., Charles, Gen Cove, N.Y.
  12
  COLWELL Litho Products, 402 Chicago, Minneapolis 15
  12
  CONSOLIDATED International Equipment & Supply Co., 1030 W. Chicago Ave., Chicago 22
  14
  CRAFTSMAN Line-Up Table Corp., 49 River, Waltham, Mass.
- Mass.
  DAVIDSON Carp., Subsid. of Mergenthaler Linotype
  Co., 29 Ryerson St., Brooklyn 5 ★DIDDE-Glaser, Inc., S. Highway & W. 12th, Emperia,
- DOUTHITT Corp., 680 E. Fort St., Detroit 26 EQUIPTO Div. Aurora Egpt. Co., Aurora, III.
- EQUIPTO Div. Aurora Eqpt. Co., Aurora, III.

  1
  1
  5
  FERGUSON, J. L., Co., P.O. Box 1196, Joliet, III.
  POSTER Mfg. Co., 140 N. 13th 5t., Philadelphia 7
  12
  12
  FRANKLIN, Bernard, Co., 4045 Torresdale, Philadelphia GELB, Joseph, Co., 52 Arlington 5t., Newark 2
  12
  14
  GOODKIN, M. P., Co., 112 Arlington, Newark 2, N. J.
  12
  GRAPHIC Arts Accessories, 308 Marquette Bldg., Detroit
- ★HAMILTON Mfg. Co., Two Rivers, Wis.
- 1 6 7 8 9 10
  12 15
  HAMILTON Tool Co., 900 Hanover, Hamilton, Ohio
  15
  \*HARRIS-Seybold Co., Div. of Harris-Intertype Corp.,
  4510 E. 71st 51, Claveland 5
  12 15 8 9 10
  HULEN Line-Up Table Co., 417 E. 10th, Kansas City, Mo.
  \*LANSTON Monotype Co., Div. of Lanston Industries,
  24th & Locust Sts., Philadelphia 1
  7
- LEEDAL, Inc., 2929 S. Halsted St., Chicago 8 15 LITHOID Inc., 232 Cleveland, Highland Park, N. J.
- 12
  \*\*ALUDLOW Typograph Co., 2032 Clybourn, Chicago 14
  LYON Metal Products, P.O. Box 671, Aurora, III.
  15
- MILLER-Trojan Co., 1083 W. Main St., Troy, Ohio
- 12
  NOLAN Corp., 1333 E. Dominick St., Rome, N.Y.

  6 8 11

  ★NU ARC Co., 4110 W. Grand, Chicago 51
  OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, III.
- PHILLIPS & Jacobs, 622 Race St., Philadelphia PITTSBURGH White Metal Co., 284 Hamilton, Brooklyn 31

5 6 7 8 9 10 11 1 2 3 4 12 13 14 15



# George Doyle Princeton, N. J.

Representing . trye

The Department Store of One-Time Carbons Ask George how Frye's unmatched in-ventory of stock sizes of one-time car-bons means faster service—lower cost -happier customers!

Stock sizes ready in ★ Stock Designs ★ Pencil Carbon ★ Processed Carbons ★ Rolls ★ Carbonized Printing Paper. And for special order jobs, its been "Specify Frye" since 1912.

# FRYE MANUFACTURING COMPANY 2531 Dean Ave. - Des Moines 4, Iowa

RAYMOND Corp., 160 Madison St., Greene, N.Y. REVOLVATOR Co., 2000 86th St., North Bergen, N. J. ROBERTSON Photo-Mechanix, Inc., 7440 Lawrence Ave., Chicago 31

12 8 9 10 SOUTHWORTH Machine Co., 30 Warren, Portland, Me. STANDARD Process Corp., 2704 W. Roscoe St., Chicago

14
TAYLOR Machine Co., 7600 York Rd., Baltimore THOMPSON Cabinet Co., Lake St., Ludington, Mich. WATERWORTH Eng. & Mfg. Co., 2329 Troy, Dayton 3, O. WESTINGHOUSE Electric Corp., P.O. Box 868. Pittsburgh ★ZARKIN Machine Co., 34-19 10th, Long Island City, N.Y.

#### TABLES, COOLING (see Cooling Tables)

# **TABULAR SYSTEMS (see Composing Machines and Supplies**)

# TACKERS, HAMMER AND COMPRESSION

ACME Staple Co., N. Main St., Franklin, N. H.
BOSTITCH Inc., E. Greenwich, R. I.
FASTENER Corp., 3700 River Rd., Franklin Park, III.
HELLER Roberts Mfg. Corp., 6151 Carnegie, Cleveland 3
SWINGLINE, Inc., 32-00 Skillman, Long Island City, N.Y.

#### TAG MACHINERY

- 1 Eyeletting 2 Knotting, Looping, Stringing 3 Patching
- BATES Mfg. Co., Orange, N. J.
- +GRAEBER Stringing & Wiring Machine Co., Div. New Era Mfg. Co., Hawthorne, N. J.
- MAKATAG Mfg. Co., 2 Linden St., Reading, Mass.
- ★PEARCE Development Co., 1606 E. 30th St., Cleveland STANDARD Tag Co., 65 Duane St., New York 7
- 1 2 3 STIMPSON, Edwin B., Co., 70 Franklin Ave., Brooklyn 5 WAKEFIELD Machine Co., Inc., Wakefield, Mass.
- YOUNG Engineering Co., 2429 N. Sheffield, Chicago 14

# **TANKS AND SINKS**

TANKS AND SINKS
BRIDGEPORT Engravers Supply Co., 30 Grand, Bridgeport 2, Conn.
BROWN, W. A., Mfg. Co., 608 S. Dearborn St., Chicago S. & CHEMCO Photoproducts Co., Charles, Glen Cove, N.Y.
COPYMATION, Inc., 5650 N. Western, Chicago 45
DOUTHITT Corp., 680 E. Fort St., Detroit 26
GRAPHIC Arts Center, 207 W. Park, State College, Pa.
HANSON-VanWinkle-Munning, Church, Matawan, N. J.
LEEDAL, Inc., 2929 S. Halsted St., Chicago 8
MYSTIK Adhesive Products, 2635 N. Kildare, Chicago 39
NATIONAL Steel & Copper Plate Ce., 700 S. Climton,
Chicago 7
PHILLIPS & Jacobs, 622 Race St., Philadelphia
PRENCO Engineering Corp., 6435 N. Central, Chicago 46
ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Avs.,
Chicago

Chicago SANDY Hill Iron & Brass Works, 27 Allen, Hudsen Falls, TON-Tex Corp., 247 Pearl, N.W., Grand Rapids 2, Mich. WILLIAMS, Brown & Earle, 904 Chestnut, Philadelphia



# Frank W. Mills

Das Moines, Iowa Representing .

trye

The Department Store of One-Time Carbons
Ask Frank how Frye's unmatched inventory of stock sizes of one-time carbons means faster service—lower cost
—happier customers!

Stock sizes ready in ★ Stock Designs ★ Pencil Carbon ★ Processed Carbons ★ Rolls ★ Carbonized Printing Paper. And for special order jobs, its been "Specify Frye" since 1912.

FRYE MANUFACTURING COMPANY 2531 Dean Ave. - Des Moines 4, lowe

TAPE, ADHESIVE (see Adhesive Tape)

TAPE COUPLERS (see Couplers, Belt and Tape)

TAPE, FEEDER, DELIVERY AND FOLDER (see Belts, Belting and Tape)

TAPE, GUMMED (see Paper Section Directory)

TAPE, OVERLAY (see Adhesive Tape, Pressure Sensitive)

TAPE, TYPESETTING (see Composing Machines and Supplies)

# **TEMPERATURE CONTROL AND** INDICATORS, METAL

1 Electric Eye
2 Pyrometers
3 Thermometers
4 Thermostats
2 3 4

1 2 3 4 ABBEON Supply Co., 179-15 Jamaica Ave., Jamaica, N.Y.

BRISTOL Co., P.O. Box 1790, Waterbury, Conn.

2 3

DAYSTROM-Weston Div., Daystrom, Inc., 614 Freling-

huysen Ave., Newark \*EASTMAN Kodak Co., 343 State St., Rochester 4, N.Y.

FENWAL, Inc., 200 Pleasant St., Ashland, Mass. FISHER Furnace Co., 5535 N. Wolcott Ave., Chicago

GENERAL Electric Co., 1 River Rd., Schenectudy 5, N.Y. 1 2 3 4
ILLINOIS Testing Labs., 420 N. LaSalle St., Chicago 10

KEMP, C. M., Mfg. Co., 485 E. Oliver St., Baltimore

★LANSTON Monotype Co., Div. of Lanston Industries 24th & Locusts Sts., Philadelphia 1 2 3 4

LEEDAL, Inc., 2929 S. Halsted St., Chicago 8 MONOMELT Co., 1611 Polk, N.E., Minneapolis 13 2 3

PARTLOW Corp., 2 Campion Rd., New Hartford, N.Y.

3 4
POWERS Regulator Co., 3400 Oakton, Skokie, III.
3 4
PRECISION Thermometer & Inst. Co., 1434 Brandywine,

PRECISION Thermometer & Inst. Co., 1434 Brandywine, Philadelphia 3 4
PYROMETER Instrument Co., Bergenfield, N. J. 2 3 4
ROBERTSHAW Thermostat Division, Youngwood, Pa.
STAR Parts, Inc., S. Main St., S. Hackensack, N. J. 3 4
STOUFFER Graphic Arts Equipment Co., 311 N. Niles, South Bend, Ind. 1

TAYLOR Instrument Cos., Rochester 1, N.Y.

2 3 4
THWING-Albert Instr. Co., Penn & Pulaski, Philadelphia

UNITED American Metals Eastern Div., 970 Meeker Ave., Brooklyn 22 2 3

UNITED Stereotype Supply Corp., Box 38, W. Lynn, Mass.

1 . 2 . 3 . 4 . WILLIAMS, Brown & Earle, 904 Chestnut, Philodelphia ★WILLIAMSON & Co., Inc., P.O. Box 71, Caldwell, N. J.

# **TESTING INSTRUMENTS** (see Gauges, Testing Instruments)

THERMOGRAPHIC (Raised Letter) **MACHINES AND SUPPLIES** 

DEVERE Co., 2000 Clark St., Racine, Wis. STOKES, A., Co., Stokes Lane, Hudson, Ohio VIRKOTYPE Corp., 111 Rock Ave., Plainfield, N. J.

THIN SPACES

THIN SPACES

ACME Type Foundry, 633 Plymouth Court, Chicago 5

\*AMERICAN Type Founders, 200 Elmora Ave., Elizabeth B, N. J.

GRAPHIC Arts Research Foundation, 112-114 W. Kinzie
St., Chicago 10

\*INTERTYPE Co., Div. of Harris-Intertype Corp., 360

Furman St., Brooklyn 1

LOS ANGELES Type & Rule Co., 225½ E. Pico, Los Angeles

\*MERGENTHALER Linotype Co., 29 Ryerson, Brooklyn 5

MISSOURI-Central Type Foundry, 705 E. Murdock Ave.,

Wichita 5, Kan.

STAR Parts, Inc., S. Main St., S. Hackensack, N. J.

TAYLOR-Mode Rule Co., 65 Flatbush, Brooklyn

**THINNING MACHINES (Curved Plates)** HOE, R., & Co., 910 E. 138th St., New York OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, III.

THREAD, TWINE (see Bookbinders' Supplies)

# TICKET PRINTING FOR THE TRADE

ERSCO, 1930 Patterson, New York 72
FAIR Publishing House, Schauss Ave., Norwalk, Ohio
INTERNATIONAL Ticket Co., 50 Grafton Ave., Newark
MATHER Coupon Ticket Div., 2924 N. Western, Chicago 1
WELDON, Williams & Lick, 711 N. A, Fort Smith, Ark.

TIERING MACHINES (see Elevators, Paper Handling)

TIE-LIP SYSTEMS

AMSTERDAM Continental, 268-Fourth Ave., New York RIEHL Galley Lock Co., 748 E. 82nd, Cleveland 3

TIME CLOCKS AND RECORDERS

AMTHOR Testing Instr. Co., 45 VanSinderen, Brooklyn 7 BRISTOL Co., P.O. Box 1790, Waterbury 20, Conn. CINCINNATI Time Recorder Co., 1733 Central, Cincinnati 14

DAYSTROM-Weston Div., Daystrom, Inc., 614 Frelinghysen Ave., Newark 12

GENERAL Electric Co., 1 River Rd., Schenectudy 5, N.Y.

HELLER Roberts Mfg. Corp., 700 Jamaica, Brooklyn 8

INTERNATIONAL Business Machine Corp., 45 Crouch St.,

Rochester 22, N.Y.

JOSLIN, A. D., Mfg. Co., Manistee, Mich.

ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave.,

Chicago

Chicago SIMPLEX Time Recorder Co., S. Lincoln St., Gardner, Mass STROMBERG Time Corp., 109 Lafayette St., New York

#### TIME SWITCHES

CINCINNATI Time Recorder Co., 1733 Central, Cincinnati CUTLER-Hammer, Inc., 315 N. 12th St., Milwaukee 1 GENERAL Electric Co., 1 River Rd., Schenetady 5, N.Y. PARTLOW Corp., 2 Campion Rd., New Hartford, N.Y. STROMBERG Time Corp., 109 Lafayette St., New York TORK Time Controls, 51 MacQuesten, Mt. Vernon, N.Y.

TIN EDGING, MOUNTING MACHINES

TIPPING MACHINES

BRACKETT Stripping Mach. Co., 505 Jackson, Topeka, Kan. ★CHESHIRE, Inc., 1644 N. Honore St., Chicago 22 ★DIDDE-Glaser, Inc., S. Highway & W. 12th, Emporia,

Kan.
HUNT, W. G., & Co., 119 N. Caledonia, Laurinburg, N.C.
KNIGHT Eng. & Machine Co., Clanton, Ala.
\*\*MAGNACRAFT Mfg. Co., 7739 S. Kedzie Ave., Chicago
MENDES, J. Curry, Corp., Industrial Park, New Bedford,

Mass.

Mass.

PARRY, S. R., Machine Co., 222 Mill St., Rochester 4, N.Y.

\*\*PEARCE Development Co., 1606 E. 30th St., Cleveland

PIERCE Specialized Equip. Co., 350 Peninsular, San

Mateo, Calif.

POTDEVIN Machine Co., 226 North St., Teterboro, N. J.

ROBERTSON Bros., Inc., 117 Cedar Lane, Englewood, N. J.

SMYTH Mfg. Co., 9 Sigourney St., Hartford 6, Conn.

# TOOLS

Bookbinders Engravers Cutting Machinists

3 Machinists 4 Platemakers 5 Portable Electric

1 2 3 4 5 AMERICAN Wood Products & Tool Supply, 705 Montclaire, Edwardsville, III. Edwardsville, III.

BLACK and Decker Mfg. Co., Towson 4, Md.

BROWN & Sharpe Mfg. Co., Providence, R. I.

\*CHEMCO Photoproducts Co., Charles, Glen Cove, N.Y. CHICAGÓ Wheel & Mfg. Co., 1103 W. Monroe, Chicago

CRONITE Co., 88th & Hudson, North Bergen, N. J. GENERAL Binding Corp., 1101 Skokie Hwy., Northbrook,

HICKOK, W. O., Mfg. Co., Box 423, Harrisburg, Pa. LUFKIN Rule Co., 1730 Hess St., Saginaw, Mich.

NEW Plastic Corp., 1026 N. Sycamore, Los Angeles 38 OSTRANDER-Seymour Co., 1710 N. 25th, Melrose Park, III.

REID, William, Co., 2271 Clybourn Ave., Chicago 14 SERVICE Engraving Works, 74 Oraton St., Newark 4

★SIEBOLD, J. H. & G. B., Inc., 150 Varick, New York 2 4 SPEEDWAY Mfg. Co., 1834 So. 52nd Ave., Cicero 50, III.

★TI-PI Co., 1000 Broadway, Kansas City 5, Mo. ★WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa.

TRACING PAPER

BIENFANG Paper Co., Metuchen, N. J. CRAFTINT Mfg. Co., 1615 Collamer Ave., Cleveland 10 RHINELANDER Paper Co., Rhinelander, Wis. ROSCO Laboratories,, 29 Moore St., Brooklyn WILLIAMS, Brown, & Earle, 904 Chestnut, Philadelphia 7

TRADE-MARKS, TYPE OR MATS

\*AMERICAN Type Founders, 200 Elmora Ave., Elizabeth B, N. J.
BALTIMORE Type & Composition Corp., 15 S. Frederick St., Baltimore
St., Baltimore
IMPRINT Matrix Co., Charlotte, N. C.
#MERGENTHALER Linotype Co., 29 Ryerson, Brooklyn 5
MODERN Matrix Co., Grantsburg, Wis.
OLSEN-Mark Corp., 124 White St., New York 9
ROSS-AD-SEAL, Inc., Lord & Davidson, Indianapolis
STERLING Type Foundry, Charlotte, Mich.
TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn

TRANSFER PAPER

\*\*\*GENERAL Printing Ink Co., Div. Sun Chemical Corp., 750 Third Ave., New York 17 McKINLEY Litho Supply Co., 1623-39 John St., Cincinneti ROSCO Laboratories, 29 Moore St., Brooklyn 6 ★SINCLAIR & Valentine Co., 611 W. 129th, New York 27

TRANSFER PRESSES

CONSOLIDATED International Equipment & Supply Co., 1030 W. Chicago Ave., Chicago 22 DENNISON Mfg. Co., 300 Howard, Framingham, Mass.

TRIMMING MACHINES (Electrotypers and Stereotypers)

GORGA STEPOTY PERS)

BOICE-Crane Co., 930 W. Central, Toledo 6, Ohio
GOSS Co., Div. of MGD. Inc., 5601 W. 31st St., Chicago
HOE, R., & Co., Inc., 191 E. 138th St., New York
MONOMELT Co., Inc., 1611 Polk, N.E., Minneapolis 13
OSTRANDER-Saymour Co., 1710 N. 25th, Melrose Park, Ill.

#RICHARDS, J. A., Co., 903 Pitcher St., Kalamazoo 13F, Mich. \*WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa.

TRUCKS

TRUCKS

1 Electric
2 Form
3 Form File
4 Form Lift
5 Gravyre
6 Makeup
7 Metal
8 Paper Handling
9 Press Platform
10 Truck Wheels, Casters
11 Upright, for Bindery
1 2 4 5 6 7 8 9 10 11
ALLIED Steel Equip. Co., Lapeer, Mich. AMERICAN Steel Chase Co., 31-31 48th Ave., Long Island City 1, N.Y.

ANDERSON, C. F., & Co., 3225 S. Calumet, Chicago 16
8 11
ANGLE Steel Stool Co., 309 W. Oak, Plainwell, Mich.
7 8
AURORA Equip. Co., Cleveland at Prairie, Aurora, III.
8
AUTOMATIC Transportation, Div. of Yale & Towne Mfg.
Co., 101 W. 87th St., Chicago 20

BAKER Industrial Trucks Div., Otis Elevator Co., 8092 Baker, N.W., Cleveland 2

BARRETT-Cravens Co., 630 Dundee Road, Northbrook, III.

1 2 3 4 5 6 7 8 9 10 11 BEARD Newsprint & Warehouse Co., 8761 Fulton, De-troit 9 BERRY Machine Co., 716 N. First St., St. Louis 2 ★BIG Joe Mfg. Co., Wisconsin Dells, Wis. \*CHALLENGE Machinery Co., Grand Haven, Mich. CLARK Equipment Co., Industrial Truck Div., Battle Creek 85, Mich. CLINE Electric Mfg. Co., 3405 W. 47th St., Chicago 32 EASTON Car & Construction Co., Easton, Pa.

ECONOMY Engineering Co., 4511 W. Lake St., Chicago ELWELL-Parker Electric Co., 4205 St. Clair, Cleveland 14 EQUIPTO Div. Aurora Equipment Co., Aurora, III. FAIRBANKS Co., 393 Lafayette St., New York 3 FERGUSON, J. L. Co., P.O. Box 1196, Joliet, III.

1 2 3 4 5 10

FOSTER Mfg. Co., 140 N. 13th St., Philadelphia 7 2 8 11

FRANKLIN, Bernard, Co., 4045 Torresdale, Philadelphia 7 7 8 9 10 11

GENERAL Sales & Eng. Co., Div. of Davis Machinery Co., 4525 N. Clark St., Chicago 40 8 9 11 GOSS Co., Div. of MGD, Inc., 5601 W. 31st St., Chicago \*HAMILTON Mfg. Co., Two Rivers, Wis.

2 4 6 7

HAMILTON Tool Co., 900 Hanover St., Hamilton, Ohio KOHLER System Co., 159 E. Chicago Ave., Chicago 11 LEWIS-Shepard Products, 125 Walnut, Watertown, Ma 1 2 4 10 11 LIFT Trucks, Inc., 2425 Spring Grove, Cincinnati 14 MILWAUKEE Saw Trimmer Corp., 612 E. Clybourn St., Milwaukee 2. Wis. MODERN Equipment Co., 2011 Cuming, Omaha 2, Neb.
7 10
NAGEL-Ryan Mfg. Co., 4363 Woodward, Royal Oak, NOLAN Corp., 1333 E. Dominick St., Rome, N.Y. NORMAN, Wm. A., 1133 E. 63rd St., Chicage 37 RAYMOND Corp., 160 Madison, Greene, N.Y. REVOLVATOR Co., 2000 86th St., North Bergen, N. J. 1 ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chicago SHAW Machine & Tool Co., 1151 Temple, Los Angeles 12 5 7 8 SOUTHWEST Machine Co., 30 Warren, Portland, Me. STANDARD Process Corp., 2704 W. Roscoe, Chicago \*SUPER Speed Prtg. Mchy., Inc., 1712 E. 27th, Cleveland THOMPSON Cabinet Co., Lake St., Ludington, Mich. 7 8 THOMPSON CO., 44 Salina St., Pulaski, N.Y. UNITED American Metals, Eastern Div., 970 Meeker Ave., Brooklyn 22 UNITED Stereotype & Supply Co., Box 38, W. Lynn, Mass. ★WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa. YALE & Towne Mfg. Co., 4530 Tacony, Philadelphia 24

TUSCHE

d

re.

Y.

ok.

111.

5

11.

92

TUSCHE

ARC Litho Specialties Co., Box 666, Freeport, L. I., N.Y.
GAETJENS, Berger & Wirth, Inc., 35 York, Brooklyn 1

★GENERAL Printing Ink Co., Div. Sun Chemical Corp.,
750 Third Ave., New York 17

⊀INTERCHEMICAL Corp., Printing Ink Division, 67 W.
44th St., New York 19

≮ITHO Chem. & Supply Co., 46 Harriet, Lynbrook, N.Y.
McKINLEY Litho Supply Co., 1623-39 John St., Cincinnati
NAZ-Dar Co., 461 Milwaukee Ave., Chicago 10

★SIBOLD, J. H. & G. B., 150 Varick, New York 13

★SINCLAIR & Valentine Co., 611 W. 129th, New York 17
SS ARTIST Materials Co., 712 N. State St., Chicago 10

YOUNG, Paul O., Co., Line Lexington, Pa.

HACKENSACK Specialty Mfg. Co., 200 Atlantic St., Hackensack, N. J. Hackensack, N. J.

\*INTERCHEMICAL Corp., Printing Ink Division, 67 W.

44th St., New York 19, N.Y.

LOS ANGELES Type & Rule Co., 225½ E. Pico, Los Angeles

MENDEZ Co., 30 Beekman St., New York 7

TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn TYING, PACKAGING MACHINERY (see Packaging & Tying Machines)

**TYING UP TAPE (Printed String)** AMSTERDAM Continental, 268 Fourth Ave., New York CORKPAK Co., Inc., 70 Argyle Ave., New Rochelle, N.Y. &MINNESOTA Mining & Mfg. Co., 900 Bush, St. Paul 6 NATIONAL Bundle Tyer, Blissfield, Mich.

TYMPAN PACKING AND PAPER (see Cylinder—Drawsheets and Tympans. Also "Tympan" in Paper Section)

TYMPAN PAPER ROLL HOLDERS, WALL BRACKETS

NELSON Vert. Paper Cutter Co., Box 145, Norfolk, Va. ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chicago

TYMPAN STABBER

HERBERT Products, Inc., 74-32 Jamaica, Woodlawn, N.Y. ROUSE, H. B., & Co., 2214 Wayne Ave., Chicago 14

Army and Navy Insignia Borders and Rules 2 Borders and Rules
3 Brass
4 Fonts, Monotype and Thompson Cast
5 Foundry
6 Rubber
7 Slugs
8 Steel
9 Type Metal Strip
10 Wood
1 2 3 4 5 6 7 8 9
12 2 3 4 5 6 7 8 9
13 Experiences (43 Rymouth Cs. Chicago

10 2 3 4 5 6 7 8 9 10
ACME Type Foundry 633 Plymouth Ct., Chicage 5 4 5
ALTAIR Machinery Corp., 55 Vandam St., New York \*AMERICAN Type Founders, 200 Elmora Ave., Elizabeth B, N. J. 5

Branches in all principal cities.



\*AMERICAN Wood Type Mfg. Co., 42-25 Ninth St., Long Island City 1, N.Y. AMSTERDAM Cont'l Types & Graphic Equip., Inc., 268
Fourth Ave., New York 10
2 3 \*BALTIMORE Type & Composition, 15 S. Frederick St., Baltimore

Baltimore

4 5 7 9

BAUER Alphabets, Inc., 235 E. 45th St., New York 17

5

BELMONT Smelting & Refining Wks , Inc., 330 Belmont Ave., Brooklyn 7

DETROIT Type Foundry, Inc., 1959 E. Jefferson, Detroit 7
2 4 5 7
EMBOSSOGRAPH Corp. of America, 38 W. 21st St., New

EMPIRE Metal Co., 820 E. Water St., Syracuse 3, N.Y. EMPIRE Type Foundry, Delavan, N.Y.

★FORCE, William A., & Co., 216 Nichols, Brooklyn 8 FRANKLIN Mfg. Corp., 692 Pleasant, Norwood, Mass. HAASE Type Foundry, 2023 N. Halsted St., Chicago ★HAMILTON Mfg. Co., Two Rivers, Wis. JOHNSON, Joseph E., Co., 610 Atlantic, Brooklyn 17

JOHNSON, Joseph E., Co., 610 Atlantic, Brooklyn 17

\*\*S

\*\*JUDSON Type, Inc., 151 W. 23rd 51., New York 11

KELSEY Co., 45 Crown St., Meriden, Conn.

LOS ANGELES Type Founders, 2251/2 E. Pico, Los Angeles

2 4 5 7 9

\*\*MACKENZIE-Harris, Inc., 659 Folsom, San Francisco 7

2 3 4 5

\*\*MATTHEWS, Jas. H., & Co., 3814 Forbes 51., Pittsburgh

3 6

MELIND, Louis, Co., 3524 N. Clark \$1., Chicago 13

MENDEZ, Co., 30 Beekman \$1., New York 7

2 4 7

\*\*MERGENTHALER Linotype Co., 29 Ryerson, Brooklyn 5

\*\*MISSOURI-Central Type Foundry, 705 E. Murdock \$1., Wichita, Kan.

7

MONO-Trade Co., 213 S. 6th \$1., Minneapolis 2

MONO-Trade Co., 213 S. 6th St., Minneapolis 2 OLSEN-Mark Corp., 124 White St., New York 13

1 2 3 4 5 6 7 8 9 10 PEERLESS Roll Leaf Co., 4511 New York, Union City, N. J. PERFECTION Type, Inc., 2716 Nicollet, Minneapolis
1 2 3 5 7 8 9 10
PIONEER Rubber Engraving Co., 21 E. 17th, New York 3 PRINTERS Supply Service, 719 S. Dearborn, Chicago 5 OLSEN-Mark Corp., 124 White St., New York 17 QUAKER City Type Foundry, 210 W. Chester Pike, Havertown, Pa. SCHMIDT, George T., Inc., 4100 Ravenswood, Chicage SERVICE Engraving Works, Inc., 74-Oration St., Newark 4 STERLING Type Foundry, Charlotte, Mich. STEWART, Don, Co., 445 Clay St., San Francisco 11 STRIPFOUNDERS, Inc., 4550 S. Federal St., Chicago 9 SWIFT, M., & Sons, Inc., 10 Love Lane, Hartford 1, Conn. TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn
2 THOMPSON Type Founders, 1414 S. Harwood, Dalles
2 4
\*\*TURNER Printing Mchy. Inc., 6510 Euclid, Cleveland
2 7
\*\*TYPEFOUNDERS, Inc., P.O. Box 11313, Phoenix, Ariz.
UNITED American Metals, Eastern Div., 970 Meeker Ave.,
Brooklyn 22
2 5 7 9

UNIVERSAL Type Metal Co., 1800 S. 54th Ave., Chicago

TYPE CASES (see Cabinets, Cases, Racks)

TYPE-HIGH GAUGE (see Gauges and Testing Instruments)

TYPE, SLUG CASTERS (see Composing Machines and Supplies)

TYPEWRITER RIBBON ATTACHMENTS (see Presses, Specialty Printing)

TYPEWRITER RIBBONS

INTERNATIONAL Business Machines Corp., 590 Madison Ave., New York 22
KEE Lox Mfg. Co., Rochester, N.Y.
LEEDAL Products Mfg. Co., 130 Van Liew, Milltown, N. J.
MITTAG & Volger Inc., 76 Park Ave., Park Ridge, N. J.
REMINGT

TYPEWRITERS, JUSTIFYING VARITYPER Corp., Subsid. of Addressograph-Multigraph Corp., 728 Frelinghuysen Ave., Newark 5 INTERNATIONAL Business Machine Corp., 590 Madison Ava. New York 27 Ave., New York 22 REMINGTON Rand, Inc., 315 Fourth Ave., New York

**VACUUM PRINTING FRAMES** 

ANDERSON, Paul, Mfg. Co., P.O. Box 6705, San Antonio 9 BAR-PLATE Mfg. Co., Boston Post Road, Orange, Conn.



BRIDGEPORT Engravers Supply Co., 30 Grand, Bridge-

BRIDGEPORT Engravers Supply Co., 30 Grand, Bridgeport, Conn.

BROWN Coating Eqpt. Co., Wellston, Ohio

BROWN W. A., Mfg. Co., 608 S. Dearborn St., Chicage S.

\*\*CHEMCO Photoproducts Co., Charles, Glen Cove, N.Y.

CONSOLIDATED International Equipment & Supply Ce.,

1030 W. Chicage Ave., Chicage 22

DAVIDSON Co., Subs. of Mergenthaler Linotype Co.,

29 Ryerson St., Brooklyn S.

DOUTHITT Corp., 680 E. Fort St., Detroit

GELB. Joseph, Co., 52 Arlington St., Newark 2

GOODKIN, M. P., Co., 112 Arlington, Newark 2, N. J.

\*\*LANSTON Monotype Co., Div. of Lanston Industries,

24th & Locusts Sts., Philadelphia 1

LEVY, Max, & Co., Wayne & Berkley, Philadelphia

MKINIEY Liths Supply Co., 1623-39 John St., Cincinnati

MILLER-Trojan Co., 1618 Milwaukee Ave., Chicage 10

NORTHERN Machine Works, 323 N. Fourth, Philadelphia

\*\*NU ARC Co., 284 S. Western Ave., Chicage

PHILLIPS & Jacobs, 622 Race St., Philadelphia

ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave.,

Chicage

Chicago RutherFord, N. J. Chemical Corp., 401 Central Ave., E. Rutherford, N. J. SULLEBARGER, E. T., Co., 114 Liberty St., New York 6 & WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa. & ZARKIN Mach. Co., 34-19 10 St., Long Island City, N.Y.

#### **VARIABLE SPEED PULLEYS**

VAKIABLE SPEEU PULLETS
DAVIDSON Corp., Subs. of Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5
DAYTON Rubber Co., 2342 W. Riverview, Dayton, Ohio DOUTHIT Corp., 680 E. Fort St., Detroit 26
HORTON Co., 1179 15th Ave., S.E., Minneapolis 14
REEVES Pulley Co., Div. of Reliance Electric & Eng. Co., 1225 7th St., Columbus, Ind.
SANDY HILL Iron & Brass Wrks., 27 Allen, Hudson Falls, N.Y.

#### VARIABLE SPEED TRANSMISSIONS

VARIADLE SPEEU IRANSMISSIONS
ALLIS-Chalmers Mfg. Co., 1127 S. 70th St., Milwaukee 2
AMERICAN Blower Div., American-Standard, 8111 Tireman Ave., Detroit 32
CORKPAK Co., Inc., 70 Argyle Ave., New Rochelle, N.Y.
ELECTRON Equipment Corp., Box 229, Pasadena, Calif.
GRAHAM Transmissions, Inc., Menomenee Falls, Wis.
HORTON Mfg. Co., Inc., 1179 15th, S.E., Minneapolis 14
LINK-Balt Co., Prudential Plaza, Chicago
OILGEAR Co., 1560 W. Pierce St., Milwaukee 4
REEYES Pulley Co., Div. of Reliance Electric & Eng. Co.,
1225 7th St., Columbus, Ind.
SANDY Hill Iron & Brass Wrks., 27 Allen, Hudson Falls,
N.Y.

STERLING Electric Motors, 5401 Telegraph, Los Angeles 22 U.S. Electrical Motors, Inc., 200 E. Slauson, Los Angeles 54

#### VARNISH (see Inks)

**VARNISHING MACHINES** (see Coating Machines, Cylinder-Roller, Lacquer and Varnish

#### VIBRATION CONTROL METHODS

FELTERS Co., 210 South St., Boston II
GENERAL Redio Co., Baker Ave., W. Concord, Mass.
KORFUND Co., 48-15 32nd Pl., Long Island City I, N.Y.
UNITED States Rubber Co., 1230 Ave. of the Americas,
New York 20
VIBRATION Eliminator Co., 10-28 44th, Long Island City
1, N.Y.



WASH, BLANKET (see Blanket, Wash, Offset-Litho.)

# WASH, TYPE AND CUT

ADHESIVE Products Corp., 1660 Boone, New York 60 \*\* ANCHOR Chemical Corp., 829 Bergen St., Brooklyn 38



SOLD BY **AUTHORIZED** ANCHOR DEALERS **EVERYWHERE** 

BRADEN Sutphin Ink Co., 3650 E. 93rd St., Cleveland ACHALMERS Chemical Co., 123 Chestnut St., Newark 5 CHEMICAL Color & Supply Co., Div. Sun Chemical Corp., 2820 W. Grand Ave., Chicago DIVERSEY Corp., Industrial Main't. Dept., 1820 Roscoe St., Chicago 13 FEDERAL Mining & Mfg. Co., 222 Kearney, Jersey City 4, M. J.

N. J.

\*FLINT Ink Corp., 2546 Clark Ave., Detroit

\*FLINT Ink Corp., 2546 Clark Ave., Detroit

GAETJENS, Berger & Wirth, Inc., 35 York, Brooklyn 1

GRAPHIC Arts Laboratories, Box 365, Hamilton, Ohio

INCO Ce., 2372 W. 7th St., Cleveland 14

INDIANA Chemical & Mfg. Ce., 517 S. Alabama St.,

Indianapolis 25

LINDEN Chemical Products, 523 15th St., Des Moines 14
METALS Refining Co., Box 109, Hammond, Ind.
\*PECK, James I. (Reg.), 47 High St., West Orange, N. J.
PERFECTION Type, Inc., Kelloga & Cedar, St. Paul, Minn.
PHILLIPS & Jacobs, 622 Race St., Philadelphia
PURE Oil Co., 35 E. Wacker Drive, Chicago 1
ROGERS, Harry H., Co., 5331 S. Cicero Ave., Chicago
RUESCH Co., 649 N. 4th St., Milwaukes 3
\*\*ASIEBOLD, J. H. & G. B., 150 Varick, New York 13
STANDARD Oil Co. of Ky., Louisville, Ky.
SUNNYSIDE Oil Co., 5530 N. Wolcott, Chicago 4
TAYLOR-Gluem Co., Concord, N. H.
TROJAN Products Co., 53 W. Jackson Blvd., Chicago
VARN Products Co., 26-15 123rd St., Flushing 54, N.Y.

# WASHUP MATERIALS, METHODS

(Offset) \*ANCHOR Chemical Corp., 829 Bergen St., Brooklyn 38



SOLD RY AUTHORIZED ANCHOR DEAL FRS EVERYWHERE

ANDERSON-Prichard Oil Corp., 1000 Liberty Bank Bldg., Oklahoma City 2, Okla. BINGHAM'S, Sam'l, Son Mfg. Co., 636 Sherman St., Chirano.

Chicago 5
BURNISHINE Products Co., 8140 N. Ridgeway, Skokie, III.
CIEAN-A-Press Machine Co., 821 3rd, Des Moines 1, la.
DAVIDSON Corp., Subs. of Mergenthaler Linotype Co.,
29 Ryerson St., Brooklyn 5
FEDERAL Mining & Mfg. Co., 222 Kearney, Jersey City 4,

FEDERAL Mining & Mfg. Co., 222 Kearney, Jersey City 4, N. J.

\*\*GEGENHEIMER, Wm., 80 Roebling \$1., Brooklyn 1

\*\*GENERAL Printing Ink Co., Div. Sun Chemical Corp., 750 Third Ave., New York 17

\*\*INTERCHEMICAL Corp., Printing Ink Division, 67 W. 44th \$1., New York 19

LINDEN Chemical Products, 523 15th, Des Moines 14, Ia. McKINLEY Lithe Supply Co., 1623 John \$1., Cincinnati \*\*PECK, James I., 47 High \$1., West Orange, N. J.

\*\*PECK, James I., 47 High \$1., West Orange, N. J.

\*\*PHILLIPS & Jacobs, 622 Race \$1., Philadelphia SCHWARM & Jacobus Co., 1216 Jackson, Cincinnati 10

\*\*SIEBOLD, J. H. & G. B., 150 Varick, New York 13

\*\*SINNCLAIR & Valentine Co., 611 W. 129th, New York 27

SUNNYSIDE Oil Co., 5530 N. Wolcott, Chicage 40

VAN Son Holland Ink Corp. of America, Mineola, N.Y.

VARN Products Co., 26-15 123rd \$1., Flushing 54, N.Y.

# WASHUP, OFFSET-LITHOGRAPHIC (see Roller, Inking, Washing Mach.)

WEBBING (see Belts, Belting and Tape)

# WELDER, ELECTRIC

GENERAL Electric Co., 1 River Road, Schenectady 5, N.Y. WESTINGHOUSE Electric Corp., P.O. Box 868, Pittsburgh

#### WIPE-ON COATINGS

RB & P Chemical & Supply, 1640 N. 31st, Milwaukee 8

WIPERS, MOUTHPIECE, SPACE BAND (see Composing Machines and Supplies)

# WIPING CLOTHS

AMES Bog Co., 7009 Euclid Ave., Cleveland CALLAWAY Mills, 295 Fifth Ave., New York 16 LEDALL Co., Fiber Products Div., Walpole, Mass. MARYLAND Wiping Cloth Co., 1810 Worcester, Baltim POLYCHROME Corp., 2 Ashburton Ave., Yonkers, N.Y SANITARY Wiping Cloth Co., 1550 Ridgely, Baltimore SORG Paper Co., Middletown, Ohio

#### WIRE

1 Spiral Binding 2 Stapling and Stitching 3 Threading & Looping (Tags)

ACME Staple Co., N. Main St., Franklin, N. H.

ACME Steel Co., 135th & Perry Ave., Chicago 27 AMERICAN Steel & Wire Co., Rockefeller Bldg., Cleveland

BOSTITCH Inc., E. Greenwich, R. I. CHICAGO Steel & Wire Co., 10257 Torrence, Chicago 17

DENNISON Mfg. Co., 300 Howard, Framingham, Mass. ★GRAEBER Stringing & Wiring Machine Co., Div. of New Era Mfg. Co., Hawthorne, N. J.

HELLER Roberts Mfg. Corp., 700 Jamaica Ave, Brooklyn 8 JONES, James H., Co., 808 W. Washington St., Chicago MAKATAG Co., 2 Linden St., Reading, Mass.



# Wayne Jeglum Bloomfield, N. J. Representing

trye The Department Store of One-Time Carbons Ask Wayne how Frye's unmatched inventory of stock sizes of one-time carbons means faster service—lower cost—happier customers!

Stock sizes ready in ★ Stock Designs ★ Pencil Carbon ★ Processed Carbons ★ Rolls ★ Carbonized Printing Paper. And for special order jobs, its been "Specify Frye" since 1912.

FRYE MANUFACTURING COMPANY 2531 Dean Ave. - Des Moines 4, lows

McLAUGHLIN, Wm. J., & Co., 256 S. 23rd, Philadelphia 3 PABICH, W. R., Mfg. Co., 2323 N. Knox, Chicago 39

PRENTISS Wire Mills, Riverside-Alloy Metal Div., H. K. Porter Co., 1 Pavilion Ave., Riverside, N. J. 1 2 SENECA Wire & Mfg. Co., Fostoria, Ohio

# WOOD, CUT BLOCKING, TINT BLOCKS

1 Cut Blocking
2 Die and Envelope-Cutting
3 Tint Blocks

ACCURATE Steel Rule Die Mfrs., 22 W. 21st, New York 10

AMERICAN Brass Co., Waterbury 20, Conn. AMERICAN Fabricators, 22 W. 21st St., New York 10

★AMERICAN Wood Type Mfg. Co., 42-25 Ninth St., Long Island City 1, N.Y.

APPLETON Wood Products Co., Douglas & Second Sts., Appleton, Wis. FREMONT Tools & Die Co., 428 N. Wood, Fremont, Ohio

IRWIN Mfg. Co., 101 Main St., Garland, Pa.

3

MARKEL Rubber Products Inc., 514 Jackson, New York 55 MENDEZ Co., 30 Beekman St., New York 7

PIONEER Rubber Engraving Co., 21 E. 17th, New York 3 ★RICHARDS, J. A., Co., 903 N. Pitcher, Kalamazoo, Mich.

SANDBERG Mfg. Co., 1959 W. Fulton, Chicago 12 THOMPSON Cabinet Co., Lake St., Ludington, Mich.

TOLERTON Co., 265 N. Freedom, Alliance, Ohio WELLS Mfg. Co., 1700 S. Main St., South Bend, Ind.

# WRAPPER, INKS-See Inks, Special

WRAPPING MACHINES WRAPPING MACHINES

AMSCO Packaging Machinery Co., 31-31 48th Ave., Long Island City, N.Y.

ANDERSON, C. F. & Co., 3225 Calumet Ave., Chicago BARKLEY & Dexter, 50 Frankfort St., Fitchburg, Mass.

GELIMAN Mfg. Co., 1700 1st St., Rock Island, III.

HUDSON-Sharp Machine Co., Subsid. of Food Machy. & Chem. Corp., Green Bay, Wis.

HUMPHREY Design & Mfg. Inc., 16343 Euclid, E. Cleveland

HUMPIRET Design & Mrg. 11C., 162-73 EUCHIG, E. CIEVE-land

\*MAGNACRAFT Mfg. Co., 7739 S. Kedzie, Chicago 29

PAPER Converting Machine Co., 2300 S. Ashland, Green

Bay, Wis.

REDINGTON Co., F. B., 3000 St. Charles Rd., Bellwood, Ill.

STOKES & Smith Plant, FMC Packaging Machinery Div.,

4900 Summerdale Ave., Philadelphia 24

\*WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa.

#### **Book List Available**

The Inland and American Printer and Lithographer now has available a Book List containing many standard books on printing and related material. The list is divided according to subject matter. Send for your copy today.

**Book Department** The Inland and American PRINTER and LITHOGRAPHER 79 W. Monroe St., Chicage 3, Ill. lelphia 3

v., H. K.

CKS

York 10

St., Long

York 55

York 3

o. Mich.

. Cleve-

go 29 d, Green

rood, III. ery Div., ton, Pa.

ENTION

# INDEX TO PRINCIPAL PAPER LINES AND THEIR MANUFACTURERS



# ADHESIVE PRINTING PAPERS-PRESSURE SENSITIVE

FASSON Products, 250 Chester St., Painesville, Ohio GUMMED Tape & Devices Co., 1069-71 Rogers, Brooklyn KKLEEN-Stik Products, Inc., 7300 W. Wilson, Chicago 31 LUDLOW Papers, Inc., P.O. Box 135, Needham Hts., Mass. MARYELLUM Co., Holyoke, Mass.

MID-States Gummed Paper Div., Minnesota Mining & Mfg. Co., 6850 S. Harlem Ave., Bedford Park, III. ★NASHUA Corp., 44 Franklin St., Nashua, N. H. ★PRES-SURE-STIK Corp., 327 E. 29th St., New York 16

> when the PRESSURE is on call for PRES-SURE-STIK® you can't beat the

# QUALITY

ON PRESSURE SENSITIVE ADHESIVE COATED PAPERS, FOIL, VINYL, ACETATE AND ALLOVER DAY GLO STOCK.

You can create additional printing business by promoting PRES-SURE-STIK for Labels, Oil Change Tags, Bumper Strips, Displays, Point of Purchase Advertising. We process the stock to fit your printing requirements in either sheets or rolls. A partial list of National Accounts using printed Pressure-stik displays:

SCHENLEY DISTILLERS
R. J. REYNOLDS TOBACCO CO.
GULF OIL CO.
STERLING DRUG CO.
CHAMPION SPARK PLUG CO.
DOUGHNUT CORP.
DREWRY'S BREWERY
SEARS ROEBUCK
CITIES SERVICE CO.
GENERAL BAKING CO.
RADIO CORP. OF AMERICA
INTERNATIONAL LATEX CORP.
SYLVANIA ELECTRIC PRODUCTS

CALL OR WRITE PRES-SURE-STIK CORP.

327-35 E. 29th St., New York 16, N.Y. LExington 2-3419-3420

SIMON Adhesive Products Corp., 424 W. 33rd, New York TOPFLIGHT Tape Co., 160 E. 9th Ave., York, Pa.

# ANNOUNCEMENT

AMERICAN Writing Paper Corp., 10 Eagle-A Ave., Holyake, Mass. BECKETT Paper Co., Hamilton, Ohio CHAMPION Paper & Fibre Co., Hamilton, Ohio CURTIS Paper Co., Newark, Del. IMPORT Paper Co., 701 W. Washington Blvd., Chicago KENT Paper Co., Inc., 159 Varick St., New York LEADER Cards, Inc., 935 S. 5th St., Milwaukee LINWEAVE, 21 Cypress St., Springfield 2, Mass. MARVELLUM Co., Holyoke, Mass. RISING Paper Co., Park St., Housatonic, Mass. STRATHMORE Paper Co., West Springfield, Mass.



#### **BIBLE PAPER**

ALLIED Paper Corp., 1608 Lake St., Kalamazoo 99, Mich. BARE, D. M., Paper Co., Roaring Springs, Pa. CRANE & Co., Inc., 30 South St., Dalton, Mass. CROCKER, Burbank Papers, Inc., 345 Westminster St., Fitchburg, Mass. ECUSTA Paper Corp., Pisgah Forest, N. C. SCHWEITZER, Peter J., Div., Kimberly-Clark Corp., P.O. Box 35, Elizabeth, N. C.

#### **BLANKS, PLAIN AND COATED**

ALIIED Paper Mills, 1608 Lake, Kalamazoo 99. Mich.
BEVERIDGE Paper Co., 717 W. Washington, Indianapolis
BROWNVILLE Paper Co., Brownville, N.Y.
CHAMPION Paper & Fibre Co., Hamilton, Ohio
FALULAH Paper Co., Falulah Rd., Fitchburg, Mass.
FRANKLIN Paper Co., Third Level Canal, Holyake, Mass.
HOLYOKE Card & Paper Co., Fiske Ave., Springfield 9,
Mass.

Mass.
LEWIS, J. P., Co., Beaver Falls, N.Y.
LINTON Bros. & Co., Inc., Bax 460, Fitchburg, Mass.
LOWE Paper Co., River St., Ridgefield, N. J.
MEAD Papers, Inc., 118 W. First St., Dayton 2, Ohio
OTTEN Brothers Co., 7356 Richmond, Detroit 11, Mich.
WHEELWRIGHT Papers, Inc., Leominster, Mass.

#### **BLOTTING**

- 4 Embossed
  5 Enameled
  6 Fancy
  7 Halftone
  8 Offset Pasted
  9 Cast coated
  1 2 3 4 5 6 7 8 9
  ALBEMARLE Paper Mfg. Co., Richmond, Va.
  1 2 3 4 5 6 7 8
  MEAD Papers, Inc., 118 W. First St., Dayton 2, Ohio
  1 1 4 5 7
  OTTEN Brothers Co., 7356 Richmond, Detroit 11
  PARKER, Joseph, & Son Co., 1155 Whalley Ave., New Haven 15, Conn.
  1 2 3 4 5 7
  ROCHESTER Paper Co., Rochester, Mich.
  1 2 3 4 5
  SORG Paper Co., Middletown, Ohio
  1 2 3 4 5 7
  STANDARD Paper Mfg. Co., P.O. Box 1554, Richmond, Va.
  1 2 3 4 5 7 8
  WRENN Paper Co., Middletown, Ohio
  1 2 3 4 5 7 8
  WRENN Paper Co., Middletown, Ohio
  1 2 3 4 5 6 7 8

# BOARD

- BOARD

  1 Binders
  2 Box and Carten
  3 Chip
  4 Corrugated
  5 Mat
  6 Mounting
  7 Poster
  8 Press
  9 Straw
  10 Tag
  1 2 3 4 5 6 7 8 9 10
  AMERICAN Writing Paper Corp., 10 Eagle-A Ave.,
  Holyake, Mass.
  2 APPLETON Coated Paper Co., Appleton, Wis.
- BEVERIDGE Paper Co., 717 W. Washington, Indianapolis 5 6 CENTRAL Paper Co., Inc., Div. S. D. Warren Co., 2400 Lake Shore Dr., Muskegon, Mich.

- CHAMPION Paper & Fibre Co., Hamilton, Ohio

  CHEMICAL Fine Paper & Board Div., Standard Packaging
  Corp., 642 Main St., Holyoke, Mass.

  COLLINS, A. M., Mfg. Co., 226 W. Columbia, Philadelphia 22
- CONSOLIDATED Paper Co., Monroe, Mich.

1 2 3 4 5 6 7 8 9 10 CORKPAK Co., 70 Argyle Ave., New Rochelle, N.Y.

5 8 FALULAH Paper Co., Falulah Rd., Fitchburg, Mass.

FALULAH Paper Co., Falutan Ra., Friends, J., F., HAMILTON Paper Co., Miquon, Pa.
HOLLINGSWORTH & Vose Co., 112 Washington St., E. 10 Walpole, Mass.

\*HOLLINGSWORTH & Whitney, Division, Scott Paper
Co., Front & Market Sts., Chester, Pa.

HOLYOKE Card & Paper Co., Fiske Ave., Springfield 7, Mass. 6 Mass. 10
INTERNATIONAL Paper Co., 230 E. 42nd St., New York
2
4
INTERSTATE Folding Box Co., Middletown, Ohio

LINTON Bros. & Co., Inc., Box 460, Fitchburg, Mass.

LINTON Bros. & Co., Inc., box 460, Pitchburg, Mass.

10
LOW Paper Co., River St., Ridgefield, N. J.
1 2 3 5 6 7 9

MARVELLUM Co., 28 Appleton St., Holyoke, Mass.

6 7

MIAMI Valley Coated Paper Co., Oxford Rd., Franklin, Ohio
MILLER Paper Co., 80 Wooster St., New York 12

OHIO Boxboard Co., Rithman, Ohio
2 3 4

RIEGEL Paper Co., 260 Madison Ave., New York 17

\$\frac{1}{\pm}\$ST. REGIS Paper Co., 150 E. 42nd St., New York

SCOTT Paper Co., Chester, Pa. 10

WHEELWRIGHT Papers, Inc., Leominster, Mass.

# **BOND PAPER, COATED, ONE SIDE** APPLETON Coated Paper Co., Appleton, Wis. LUDLOW Papers, Inc., P.O. Box 135, Needham Hts., 94,

Mass: MIAMI Valley Coated Paper Co., Franklin, Ohio MICHIGAN Paper Co., Plainwell, Mich. PERFECT Safety Paper Div., 299 Kingsland, Nutley, N. J. STANDARD Paper Mg. Co., P.O. Box 1554, Richmond

# **BOND AND LEDGER PAPERS**

- BOND AND LEDGER PAPERS

  1 100% Rag Content
  2 75% Rag Content
  3 50% Rag Content
  4 25%Rag Content
  4 25%Rag Content
  5 Manifold and Onion Skin Tissue (Thin Paper)
  6 Sulphite and other blended chemical wood fibers
  7 Writings
  1 2 3 4 5 6 7
  \*AETNA Paper Co. Div., Dayton, Ohio
  1 2 3 4 6 6
  ALLIED Paper Corp., 1608 Lake St., Kalamazoo, Mich.
  AMERICAN Writing Paper Corp., 10 Eagle-A Ave.,
  Holyoke, Mass.
  1 2 3 4 5 6 7
  BADGER Paper Mills, Inc., Peshtigo, Wis.
  BADGER Paper Mills, Inc., Peshtigo, Wis.

- BADGER Paper Mills, Inc., Peshrigo, Wis.

  BARE, D. M., Paper Co., Roaring Springs, Pa.

  \*\*BERGSTROM Paper Co., Hay. 41, Neenah, Wis.

  BRIGHTWATER Paper Co., 115 Howland, Adams, Mass.

  1 2 3 4

  BROWN, L. L., Paper Co., Adams, Mass.

  1 2 3

  BROWNVILLE Paper Co., Brownville, N.Y.

- DEXTER, C. H., & Sons, Windsor Locks, Can.

  \*\*EASTERN Fine Paper & Pulp Div., Standard Packaging Corp., Bangor, Me.
- ECUSTA Paper Corp., Pisgah Forest, N. C.
- ESLEECK Mfg. Co., Turners Falls, Mass.

150 BOOK, COATED 1 2 3 4 5 6 7 \*FINCH, Pruyn & Co., Inc., Glen Falls, N.Y. ★FLETCHER Paper Co., Alpena, Mich. #FOX River Paper Corp., 401 S. Appleton, Appleton, Wis. 1 2 3 4 5
FRASER Paper, Ltd., 420 Lexington Ave., New York FRENCH Paper Co., Niles, Mich ★GILBERT Paper Co., Menasha, Wis.

1 2 3 4 5 6 7
GLATFELTER, P. H., Co., Spring Grove, Pa. GREENWICH Paper Corp., 53rd & 1st Ave., Brooklyn 32 GROVETON Papers, Inc., Groveton, N. H. HAMILTON Paper Co., Miquon, Pa. \*HAMMERMILL Paper Co., 1450 E. Lake Rd., Erie, Pa. HARDING-Jones Paper Co., Excello, Ohio
1 2 3 4 5 6 7
HAWTHORNE Paper Co., Kings Highway, Kalamazoo, 1 2 3 4 5 6 7
HOLLINGSWORTH & Whitney Div., Scott Paper Co., Front & Market Sts., Chester, Pa. ★HOWARD Paper Co., Div., Urbana, Ohio
3 4 Co., Div., Urbana, Ohio
1NTERNATIONAL Paper Co., 230 E. 42nd, New York KIMBERLY-Clark Corp., Neenah, Wis. LEE Paper Co., Vicksburg, Mich. LINWEAVE, 21 Cypress St., Springfield, Mass. ★MAXWELL Paper Co. Div., Franklin, Ohio MEAD Papers, Inc., 118 W. First St., Dayton 2, Ohio
6 7
MICHIGAN Paper Co., Plainwell, Mich.
5 6

MILLERS Falls Paper Co., Millers Falls, Mass.
2 3 4 5
MOHAWK Paper Mills, Inc., 465 S. Saratoga, Cohoes, N.Y.
6
MEFNAH Paper Co., Negaph, Wis N.Y.
NEENAH Paper Co., Neenah, Wis.
1 2 3 4 5 7

\*\*NEKOOSA-Edwards Paper Co., Part Edwards, Wis.
7 7 NORTHWEST Paper Co., Cloquet, Minn. PAPER Corp. of America, 350 Fifth Ave., New York 1 PARKER-Young Co., 131 State St., Boston 9

RIVERSIDE Paper Corp., Appleton, Wis. SCHWEITZER, Peter J., Div., Kimberly-Clark Corp., P.O. Box 35, Elizabeth, N. J.
5
SIMPSON Paper Co., Div., Simpson-Lee Paper Co., P.O. Box 1008, Everett, Wash.

#PARSONS Paper Co., Holyoke, Mass.

1 2 3 4

PATERSON Parchment Paper Co., Bristol, Pa.

#PORT HURON Sulphite & Paper Co., Port Huron, Mich.

#RHINELANDER Paper Co., Rhinelander, Wis.

RISING Paper Co., Park St., Housatonic, Mass.

SORG Paper Co., Middletown, Ohio
1 2 3 4 6 7

STANDARD Paper Mfg. Co., P.O. Box 1554, Richmond
12, Va.
SOUTHWORTH Co., West Springfield, Mass.

STRATHMORE Paper Co., West Springfield, Mass. TILESTON & Hollingsworth Co., 211 Congress, Boston 10

VALLEY Paper Co., Holyoke, Mass. WARD Paper Co., Merrill, Wis. \*WAUSAU Paper Mills Co., Brokaw, Wis. \*WESTON, Byron Co., Main St., Dalton, Mass.

WHITING, George A., Paper Co., Menusha, Wis.

WHITING Paper Co., Holyake, Mass. WHITING-Plover Paper Co., Stevens Point, Wis.

**BOOK, COATED** 

1 2 3 4 5 6 7 8 9 10 11

APPLETON Coated Paper Co., Appleton, Wis.
2 3 4 5 6 7 10

★CANTINE, Martin, Co., Saugerties, N.Y.
2 3 4 5 6 7 8

CHAMPION Paper & Fibre Co., Hamilton, Ohio
1 2 4 6 7 8 10

CHEMICAL Fine Paper & Board Div., Standard Packaging Corp., 642 Main, Holyake, Mass. COLLINS, A. M., Mfg. Co., 226 W. Columbia Ave., Philadelphia 22 ★CONSOLIDATED Water Power & Paper Co., Wisconsin Rapids, Wis.
1 2
CROCKER, Burbank Papers, Inc., 545 Westminster St., Fitchburg, Mass. 2 3 4 5 6 7 8
CROWN-Zellerbach Corp., 36 S. Wabash Ave., Chicago 3 ↑ 1 2 ★FINCH, Pruyn & Co., Inc., Glen Falls, N.Y. ★GILBERT Paper Co., Menasha, Wis. GREENWICH Paper Corp., 53rd & 1st Ave., Brooklyn 32 INTERNATIONAL Paper Co., 230 E. 42nd St., New York KALAMAZOO Paper Co., Kalamazoo, Mich. 6 7 8 9
KIMBERLY-Clark Corp., Neenah, Wis. 7 9

MARVELLUM Co., 28 Appleton St., Holyoke, Mass.

3 A MEAD Papers, Inc., 118 W. First St., Dayton 2, Ohio
1 2 5 6 8 9

MIAMI Valley Coated Paper Co., Franklin, Ohio
2 3 4 5 7 8

MICHIGAN Paper Co., Plainwell, Mich.

MILLER Paper Co., 80 Wooster St., New York 12

\*NEKOOSA-Edwards Paper Co., Port Edwards, Wis.

OXFORD Paper Co., 230 Park Ave., New York 17
1 2 4 6 7 8 9
\*PORT Huron Sulphite & Paper Co., Port Huron, Mich.
READING Glazed Paper Corp., Reading, Pa.
1 3 4 REX Paper Co., Kalamazoo, Mich.

2 3 4 6 7 8 9

\$5T. REGIS Paper Co., 150 E. 42nd 51., New York

SIMPSON Paper Co., Div. Simpson Lee Paper Co., P.O. Box 1008, Everett, Wash. SPRINGFIELD Coated Paper Co., 9th, Builey & Esta Sts.,

Camden, N. J. 2 3 2 3 4 5

\*WARREN, S. D., Co., 89 Broad St., Boston 1
1 2 4 5 6 7 8 10 WATERVLIET Paper Co., Watervliet, Mich. \*WEST Virginia Pulp & Paper Co., 230 Park, New York

WHITEFORD Paper Co., 420 Lexington, New York 17 WYOMISSING Paper Products Div., Reading, Pa.

**BOOK, UNCOATED** 

BOOK, UNCOATED

1 A Grade
2 B Grade
3 C Grade
4 D Grade
5 Antique
6 Cacied
7 Eggshell
8 English Finish
9 Machine Finish
10 Mineograph
11 Offset
12 Rotogravure
13 Super Calendered
14 Text, Deckle Edge
15 Text, Plain Edge
16 Vellum, Weddings
1 2 3 4 5 6 7 8 9 10 11
2 HAETNA Paper Co. Div., Dayton, Ohie

ALLIED Paper Corp., 1608 Lake St., Kalamazoo 99, Mich. 1 2 3 4 5 6 7 8 9 10 11

12 13 MERICAN Writing Paper Corp., 10 Engle-A Ave., Holyoke, Mass. 12 14 15 16 BARE, D. M., Peper Co., Roaring Spring, Pa. 1 5 7 8 9 10 11

**BECKETT Paper Co., Hamilton, Ohio** 

\*BERGSTROM Paper Co., Hwy. 41, Neenah, Wis. CHAMPION Paper & Fibre Co., Hamilton, Ohio

CHEMICAL Fine Paper & Board Div., Standard Packaging Cerp., 642 Main St., Holyoke, Mass. CHILLICOTHE Paper Co., Chillicothe, Ohio

CORKPAK Co., Inc., 70 Argyle Ave., New Rochelle, N.Y. CRANE & Co., Inc., 30 South St., Delton, Moss.

6 7 8 9 10 11 1 2 3 4 5



Arthur W. Balvanz Dallas, Texas

Representing .

trye

The Department Store of One-Time Carbons
Ask Art how Frye's unmatched inventory of stock sizes of one-time carbons means faster service—lower cost -happier customers!

Stock sizes ready in \* Stock Designs Pencil Carbon Processed Carbons Rolls Carbonized Printing Paper. And for special order jobs, its been "Specify Frye" since 1912.

FRYE MANUFACTURING COMPANY 2531 Dean Ave. - Des Meines 4, Jowa

CROCKER, Burbank Papers, Inc., 545 Westm CROCKER, Burbank Papers, Inc., 545 Westminster 51., Fitchburg, Mass.

1 2 3 4 5 6 7 8 9 10 11

12 13 14 15

CURTIS Paper Co., Newark, Del.

14 15 16

★EASTERN Fine Paper & Pulp Div., Standard Packaging Corp., Banger, Me.

Corp., Bangor, Me.

16

★FINCH, Pruyn & Co., Inc., Glen Falls, N.Y.

2

5

7

8

9

10

11

1 2
12 15
FITCHBURG Paper Co., 642 River St., Fitchburg, Mass.
16

#FOX River Paper Corp., 401 S. Appleton St., Appleton, Wis.
16
FRASER Paper Limited, 420 Lexington Ave., New York

FRENCH Paper Co., Niles, Mich.

HAWTHORNE Paper Co., Kings Highway, Kalamazoo, 8 9 10 11

14 15 16 HOPPER Paper Co., Taylorville, III. HOLLINGSWORTH & Whitney, Div., Scott Paper Co., Front & Market Sts., Chester, Pa. 10 11 ★HOWARD Paper Co. Div., Urbana, Ohio 10

INTERNATIONAL Paper Co., 230 E. 42nd, New Y 1 2 3 4 7 8 9 10 12 13 14 15 KALAMAZOO Paper Co., Kalamazoo, Mich. KIMBERLY-Clark Corp., Neenah, Wis. 11

LEE Paper Co., Vicksburg, Mich. LINWEAVE, 21 Cypress St., Springfield 2, Mass. 14 15 16 MAXWELL Paper Company Div., Franklin, Ohio

MEAD Papers, Inc., 118 W. First St., Dayton 2, Ohio
1 2 3 4 5 7 8 9 10 11
12 13 15

12 13 15 MICHIGAN Paper Company, Plainwell, Mich. 2 3 4 5 7 8 9

MINNESOTA & Ontario Paper Co., 500 Investors Bidg., 5 MOHAWK Paper Mills, Inc., 465 S. Saratoga St., Cohoes,

N.Y. 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 ★NEKOOSA-Edwards Paper Co., Port Edwards, Wis. 10 11 NEW YORK & Pennsylvania Co., 425 Park, New

NORTHWEST Paper Co., Cloquet, Minn.

OXFORD Paper Co., 230 Park Ave., New York 17 1 2 12 13 PAPER Corp. of America, 350 Fifth Ave., New York 1 5 8 9 10 11

★PENINSULAR Paper Co., Ypsilanti, Mich.
14 15
REX Paper Company, Kalamazoo, Mich.

11 RISING Paper Co., Park St., Housatonic, Mass. 15 16 RIVERSIDE Paper Corp., Appleton, Wis.

ST. REGIS Paper Co., 150 E. 42nd St., New York

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 SIMPSON Paper Co., Div., Simpson-Lee Paper Co., P.O. Box 1008, Everett, Wash. 13 15 7 8 9 10 11 SORG Poper Co., Middletown, Ohio 13 14 15 16 STANDARD Paper Mfg. Co., P.O. Box 1554, Richmond 12, Va. 1 2 3 5 7 8 9 13 15 16 UNION Bag-Camp Paper Corp., Franklin Va. ★WARREN, S. D., Co., 89 Broad St., Boston 1 1 2 3 5 6 7 8 WATERVLIET Paper Co., Watervliet, Mich 11 ★WAUSAU Paper Mills, Brokaw, Wis. ★WEST Virginia Pulp & Paper Co., 230 Park, New York 1 2 5 7 8 9 10 11 1 2 12 13 WHITING, George A., Paper Co., Menasha, Wis. 16 Halvake, Mass.

BRISTOLS

of Ad

11

ster St.

11

ckaging 11 - 11

ppleton

11 klyn 32

Pa. 11 amazoo,

11

11 er Co.,

11 York 17 11

11

11

s Bldg.,

Cohoes,

11 Wis. 11 York 17

11

11

k 1

11

NTION

BRISTOLS

1 Coated Bristols and Post Card
2 Index, 100% Rag Content
3 Index, 50% Rag Content
4 Index, 25% Rag Content
5 Index, Sulphite and Bleached Sulphate
6 Wedding
7 Railroad
8 Tough Check
1 2 3 4 5 6 7 8
ALLIED Paper Corp., 1608 Lake St., Kalamazoo 99, Mich.

AMERICAN Writing Paper Corp., 10 Eagle-A Ave., Holyoke, Mass. 3 5 APPLETON Coated Paper Co., Appleton, Wis. 8
SEVERIDGE Paper Co., 717 W. Washington, Indianapolis
7
8

BROWN, L. L., Paper Co., Adams, Mass. 2 3 \*CANTINE, Martin Co., Saugerties 1, N.Y.

CENTRAL Paper Co., Inc., Div. S. D. Warren Co., 2400 Lake Shore Drive., Muskegon, Mich.

CHAMPION Paper \* Fibre Co., Hamilton, Ohio

1 5
CHEMICAL Fine Paper & Board Div., Standard Packaging Corp., 642 Main, Holyoke, Mass. 2 3 4 5
COLLINS Mfg. Co., North Wilbraham, Mass. 2 3 4

CRANE & Co., Inc., 30 South St., Dalton, Mass.

CROCKER-McElwain Co., Holyoke, Mass.

★FOX River Paper Corp., 401 S. Appleton, Appleton, Wis.

FRANKLIN Paper Co., Third Evel Canal, Holyoke, Mass.

\*GILBERT Paper Co., Menasha, Wis.

2 3 4 Menasha, Wis.

GREENWICH Paper Corp., 53rd & 1st Ave., Brooklyn 32

\*HAMMERMILL Paper Co., 1450 E. Lake Rd., Erie, Pa.

HAWTHORNE Paper Co., Kings Highway, Kalamazoo,

2 3 4 5 6
HOLLINGSWORTH & Whitney, Div. of Scott Paper Co.,
Front & Market Sts., Chester, Pa.

HOLYOKE Card & Paper Co., Fiske Ave., Springfield,

HOPPER Paper Co., Taylorville, III.

INTERNATIONAL Paper Co., 230 E. 42nd, New York 17

LINTON Bros. & Co., Inc., Box 460, Fitchburg, Mass. 1
4, 5
LUDLOW Papers, Inc., P.O. Box 135, Needham Hts. 94,

LINWEAVE, 21 Cypress St., Springfield 2, Mass. MARVELLUM Co., 29 Appleton St., Holyoke, Mass.

MEAD Papers, Inc., 118 W. First St., Dayton 2, Ohio

MIAMI Valley Coated Paper Co., Oxford Rd., Franklin, O.

NEENAH Paper Co., Neenah, Wis.

3 4 NORTHWEST Paper Co., Cloquet, Minn.

OTTEN Bros. Co., 7356 Richmond St., Detroit 11

\*PARSONS Paper Co., Holyake, Mass.

\*PENINSULAR Paper Co., Ypsilanti, Mich.

PERFECT Safety Paper Co., 299 Kingsland Read, Nutley 10, N. J.

1 2 3 4 5 6 7 8 RIEGEL Paper Corp., 342 Madison Ave., New York 17 RISING Paper Co., Park St., Housatonic, Mass.

SCHLOSSER Paper Corp., 350 Hudson, New York 14 SCOTT Paper Co., Chester, Pa.

5 SIMPSON Paper Co., Div., Simpson Lee Paper Co., P.O. Box 1008, Everett, Wash.

SORG Paper Co., Middletown, Ohio

5 6
STANDARD Paper Mfg. Co., Box 1554, Richmond, Va.

5 5 6
STRATHMORE Paper Co., West Springfield, Mass.

4 6 211 Canarasa, Boston

TILESTON & Hollingsworth Co., 211 Congress, Boston 10

UNION Bag-Camp Paper Corp., Franklin, Va.

VALLEY Paper Co., Holyoke, Mass.
\*WARREN, S. D., Co., 89 Broad St., Boston 1

WATERVLIET Paper Co., Watervliet, Mich.

★WAUSAU Paper Mills, Brokaw, Wis.

\*WEST Virginia Pulp & Paper Co., 230 Park, New York

\*WESTON, Byron, Co., Main St., Dalton, Mass.

2 3 4 6

WHEELWRIGHT Papers, Inc., Leominster, Mass.

1 5

WHITEFORD Paper Co., 420 Lexington, New York 17

WHITING Paper Co., Holyoke, Mass.

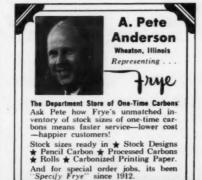
2 3 4 6

WINDSOR Card Co., 208 N. Wells, Chicago 6



# **CARBON PAPER**

1 Boxed
2 One-time
1 2 One-time
1 2 CECarbon Paper Co., 413 Summer \$1., Boston 18
AMERICAN Carbon Paper Co., 1313 W. Lake, Chicago
AMERICAN Carbon Paper Mfg. Co., Ennis, Tex.
AMERICAN Register Co., 565 W. Washington, Chicago 6
★FRYE Mfg. Co., 2531 Dean Ave., Des Moines 4, Ia.



GENERAL Manifold & Printing Co., Franklin, Pa.
HANO, Philip, Co., Inc., 85 Sargeant St., Holyoke, Mass.
KEE Lox Mfg. Co., Rochester I, N.Y.
LEEDAL Products Mfg. Co., Milltown, N. J.
MENDES, J. Curry, Corp., I Curry Lane, Canton, Mass.
MITTAG & Volger, Inc., 76 Park, Park Ridge, N. J.
O.T.C. Corp., 28 Appleton, Holyoke, Mass.

FRYE MANUFACTURING COMPANY

2531 Dean Ave. - Des Moines 4, Jowa

PEERLESS Key-Imperial Mfg. Co., 401 Mulberry, Newark \*\*PORT Huron Sulphite & Paper Co., Port Huron, Mich.



PORT HURON **SULPHITE &** PAPER CO.

PORT HURON. MICHIGAN

REMINGTON-Rand, 315 Fourth Ave., New York STAFFORD, 5. S., 609 Washington St., New York STORMS, H. M., Co., 561 Grand St., Broeklyn UNDERWOOD Corp., 1 Park Ave., New York 16

# CARBONLESS COPYING PAPER

\*NATIONAL Cash Register Co., Main & K, Dayton 9, O.

# CELLOPHANE

1 Bags
2 Cord
3 Envelopes
4 Ribbon
5 Twine
2 3 4
12 3 4
AMES Bag Co., 7009 Euclid Ave., Cleveland
DANIELS Mfg. Co., 114 W. Kemp St., Rhinelander, Wis.

★NASHUA Corp., Nashua, N. H.

UNITED States Envelope Co., 21 Cypress St., Spring-field 2, Mass.

#### CLOTH-LINED PAPER

GUMMED Products Div. of St. Regis Paper Co., 412 S. Union St., Troy, Ohio HOLLISTON Mills, Inc., Lenox St., Norwood, Mass. MID-States Gummed Paper Co., Div. Minnesota Mining & Mfg. Co., 6850 S. Harlem Ave., Bedford Park, Išt. \*NASHUA Corp., 44 Franklin St., Nashua, N. H. REXFORD Paper Co., 3100 W. Mill Rd., Milwaukee 9

#### COVER PAPERS

COVER PAPERS

1 Acetate Film Surface
2 Couted
3 Decorative
4 Duplex
5 Embossed Finish
6 Pyroxylin Couted
7 Rag Content
8 Sulphite
9 Velour One Side
1 2 3 4 5 7 8 3
ALBEMARLE Paper Mfg. Co., Richmond, Va. ALLIED Paper Corp., 1608 Lake St., Kalamazoo 99, Mich.

AMERICAN Writing Paper Corp., 10 Eagle-A Ave., Holyoke, Mass. 3 5 APPLETON Coated Paper Co., Appleton, Wis.

ARTCOTE Papers, Inc., 390 Colt St., Irvington 11, N. J. BECKETT Paper Co., Hamilton, Ohio 5 7 8
BEVERIDGE Paper Co., Indianapolis 8

★CANTINE, Martin, Co., Saugerties 1, N.Y.

CELLUSUEDE Products, Inc., 500 N. Madison St., Rock-

CELLUSUEDE Products, Inc., 500 N. Madison 31., Reckford, III.

CENTRAL Paper Co., Inc., Div. S. D. Warren Co., 2400 Lake Shore Drive, Muskegon, Mich.

CHAMPION Paper & Fibre Co., Hamilton, Ohio 2 5 8

CHEMICAL Fine Paper & Board Div., Standard Packaging Corp., 642 Main, Holyake, Mass.

3 4 5

COLLINS, A. M., Mfg. Co., 226 W. Columbia Ave., Philadelphia 22

3 4 5

CROCKER-Burbank Paper, Inc., 545 Westminster St., Fitchburg, Mass.

2

CURTIS Paper Co., Newark, Del.

CURTIS Paper Co., Newark, Del.

DENNISON Mfg. Co., Framingham, Mass.

DOBECKMUN Co., P.O. Box 6417, Cleveland 1

\*EASTERN Fine Paper & Pulp Div., Standard Packaging Corp., Bangor, Me.

★EASTMAN Kodak, 343 State, Rochester 4, N.Y.

★GILBERT Paper Co., Menasha, Wis.

GREENWICH Paper Corp., 53rd & 1st Ave., Brooklyn 32 HAMILTON Paper Co., Miquen, Pa. 7 8

#HAMMERMILL Paper Co., 1450 E. Lake Rd., Erie, Pa.

4 5 8

HAMPDEN Glazed Paper & Card Co., Holyake, Mass.
2 3 4 5

HAWTHORNE Paper Co., Kings Highway, Kalamazoo, Mich. 4 5 7 8 HOLYOKE Card & Paper Co., Fiske Ave., Springfield 7, Mass.

7, Mass. 2 3 4 5 INTERNATIONAL Paper Co., 230 E. 42nd St., New York 5

KNOWLTON Brothers, 213 Factory St., Watertown, N.Y.

LEE Paper Co., Vicksburg, Mich.

LINTON Bros. & Co., Inc., Box 460, Fitchburg, Mass.

LINWEAVE, 21 Cypress St., Springfield 2, Mass.

LUDLOW Papers Inc., P.O. Box 135, Needham Hts. 94,

MARVELLUM Co., Appleton St., Holyoke, Mass.

1 2 3 4 5 6 7 8 9

MEAD Papers, Inc., 118 W. First 51., Dayton 2, Ohio
2 3 4 5

MIAMI Valley Coated Paper Co., Oxford Rd., Franklin, O.

MILLER Paper Co., 80 Wooster St., New York 12 MOHAWK Paper Mills, 465 S. Saratoga, Cohoes, N.Y.

2 3
5 8
\*NASHUA Corp., 44 Franklin St., Nashua, N. H.
2 NEW YORK & Pennsylvania Co., 425 Perk, New York NORTHWEST Paper Co., Cloquet, Minn. OXFORD Paper Co., 230 Park Ave., New York 17 PAPER Corp. of America, 350 Fifth Ave., New York \*PENINSULAR Paper Co., Ypsilanti, Mich. PLASTIC Coating Corp., 38 Winter, Holyoke, Mass. REX Paper Co., Kalamazoo, Mich. RIEGEL Paper Corp., 260 Madison Ave., New York 2 3 4 5 ROCHESTER Paper Co., Rochester, Mich. ST. REGIS Paper Co., 150 E. 42nd St., New York SORG Paper Company, Middletown, Ohio 2 4 5 7 8 SPRINGFIELD Coated Paper Corp., Camben, N. J.

STANDARD Paper Mfg. Co., P.O. Box 1554, Richmond, Va.

7 8 STRATHMORE Paper Co., West Springfield, Mass. 3 4 7 8 TILESTON & Hollingsworth Co., 211 Congress, Bos ongress, Boston 7 UNION Bag-Camp Paper Corp., Franklin, Va. \*WARREN, S. D., Co., 89 Broad St., Boston 1 WATERVLIET Paper Co., Watervliet, Mich. \*WAUSAU Paper Mills Co., Brokaw, Wis. ★WESTON, Byron Co., Main St., Dalton, Mass. WHEELWRIGHT Papers, Inc., Leominster, Mass.
3 4 5 8 9
WHITING, George A., Paper Co., Menasha, Wis.
8 WYOMISSING Paper Products Div., Reading, Pa.



# DECALCOMANIA

DENNISON Mfg. Co., 300 Howard, Framingham, Mass. \*FOX River Paper Corp., 401 S. Appleton, Appleton, Wis. INTERNATIONAL Paper Co., 230 E. 42nd St., New York LUDLOW Papers, Inc., P.O. Bex 135, Needham Hts. 94, Mass.
MeYERCORD Co., 5323 W. Lake, Chicago 44
\*NASHUA Corp., 44 Franklin 5t., Nashua, N. H.
NAZ-Dar Co., 461 Milwauke Ave., Chicago 10
ROSCO Laboratories, 367 Hudson Ave., Brooklyn 1

#### DIE WIPERS

CENTRAL Paper Co., Inc., Div. S. D. Warren Co., 2400 Lake Shoe Drive, Muskegon, Mich.

# DUPLICATOR

1 Master Copy 2 Rag Content 3 Sulphite

AIGNER, G. J. Co., 426 S. Clinton St., Chicago 7

ALLIED Paper Corp., 1608 Lake St., Kalamazoo, Mich.

APPLETON Coated Paper Co., Appleton, Wis.

BADGER Paper Mills, Inc., Peshtigo, Wis.

\*BERGSTROM Paper Co., Hwy. 41, Neenah, Wis.

CROCKER Burbank Papers, Inc., Fitchburg, Mass.

DAVIDSON Corp., 29 Ryerson St., Brooklyn 5

DITTO, Inc., 6800 McCormick Rd., Chicogo 45

1 2 3 ★EASTERN Fine Paper & Pulp Div., Standard Packaging Corp., Bangor, Me.

★FINCH, Pruyn & Co., Inc., Glen Falls, N.Y.

\*FOX River Paper Corp., 401 S. Appleton, Appleton, Wis.

FRASER Paper, Ltd., 420 Lexington Ave., New York

GLATFELTER, P. H., Co., Spring Grove, Pa.

GREENWICH Paper Corp., 53rd & 1st Ave., Brooklyn 32 \*\*HAMMERMILL Paper Co., 1450 E. Lake Rd., Erie, Pa.

1 HAWTHORNE Paper Co., Kings Highway, Kalamazoo, Mich. 1 2 3

1 2 3
HOLLINGSWORTH & Whitney, Div., Scott Paper Co.,
Front & Market Sts., Chester, Pa.

INTERNATIONAL Paper Co., 230 E. 42nd, New York 17 KIMBERLY-Clark Corp., Neenah, Wis.

MEAD Papers, Inc., 118 W. First St., Dayton 2, Ohio 3 MIAMI Valley Coated Paper Co., Franklin, Ohio

MOHAWK Paper Mills, 465 S. Saratoga, Cohoes, N.Y. ★NEKOOSA-Edwards Paper Co., Port Edwards, Wis.

1 3 NORTHWEST Paper Co., Cloquet, Minn.

PAPER Corp. of America, 350 Fifth Ave., New York

PATERSON Parchment Paper Co., Bristol, Pa.

★RHINELANDER Paper Co., Rhinelander, Wis.

RIVERSIDE Paper Corp., Appleton, Wis. SIMPSON Paper Co., Div., Simpson Lee Paper Co., P.O. Box 1008, Everett, Wash.

SORG Paper Co., Middletown, Ohio

STANDARD Duplicating Machines Corp., 1935 Parkway, Everett, Mass.

STANDARD Paper Mfg. Co., P.O. Box 1554, Richmond, Va. ★WAUSAU Paper Mills Co., Brokaw, Wis.

★WESTON, Byron Co., Main St., Dalton, Mass.



# **ENVELOPE MANUFACTURERS**

ENVELOPE MANUFACTURERS

AMERICAN Envelope Co., Inc., West Carrolton, Ohio
AMERICAN Envelope Mfg. Co., 60 Beekman St., New
York 38

AMERICAN Paper Goods Co., Kensington, Conn.
AVRICK & Co., 211 Centre St., New York 13

BOURKE-Rice Envelope Co., 522 S. Clinton, Chicago 7

CONTINENTAL Can Co., 10 Main St., Kensington, Conn.
CUPPLES-Hesse Corp., 4175 Kings Highway, St. Louis

CURTIS 1000, Inc., 31. Paul, Minn.
DAYTON Envelope Co., Dayton, Ohio
GAW-O'Hara Envelope Co., 521 W. Harrison, Chicago
KARROLTON Envelope Co., 1521 W. Harrison, Chicago
TS. Paul 1, Minn.
OLD Colony Envelope Co., 94 N. Elm, Westfield, Mass.
St. Paul 1, Minn.
OLD Colony Envelope Co., 1001 W. Washington Blvd.,
Chicago
STANDARD Envelope Mfg. Co., 1640 E. 20th. Clevaland

Chicago STANDARD Envelope Mfg. Co., 1640 E. 20th, Cleveland UNITED States Envelope Co., 21 Cypress St., Springfield,

Mass. WESTERN Paper Goods Co., 1224 W. 8th St., Cincinnati 3 WESTERN States Envelope Co., 1616 W. Pierce, Mil-waukee 46 WHITING Paper Co., Holyoke, Mass.



## FLAMEPROOF

CENTRAL Paper Co., Inc., Div. S. D. Warren Co., 2400 Lake Shore Dr., Muskegon, Mich. MARYELLUM Co., 28 Appleton St., Holyoke, Mass. RIEGEL Paper Corp., 260 Madison Ave., New York 17 SORG Paper Co., Middletown, Ohio

# **FLUORESCENT PAPERS**

FLUORESCENT PAPERS
CROCKER Burbank Paper, Inc., 545 Westminster St., Fitchburg, Mass.
FASSON Products, 250 Chester St., Painesville, Ohio & Glibert Paper Co., Menasha, Wis.
LINWEAVE, 21 Cypress St., Springfield 2, Mass.
MARVELLUM Co., 28 Appleton St., Holyoke, Mass.
RADIANT Color Co., 280 Isabella St., Oakland 7, Calif.
RIEGEL Paper Corp., 250 Madison Ave., New York 17
RISING Paper Co., Park St., Housstonic, Mass.
SHANNON Luminous Materials Co., 7356 Santa Monica
Bird., Hollywood 46. Calif.
SORG Paper Co., Middletown, Ohio
STANDARD Paper Mfg. Co., Box 1554, Richmond 12, Va.



#### GLASSINE, PAPER (PLAIN AND EMBOSSED)

CROCKER Burbank Paper, Fitchburg, Mass.
DANIELS Mfg. Co., 114 W. Kemp St., Rhinelander, Wis.
DEERFIELD Glassine Co., Monroe Bridge, Mass.

GLASSINE Paper Co., Conshohocken, Pa.
GUMMED Tape & Devices Co., 1069 Rodgers, Brooklyn
MARYELLUM Co., 28 Appleton St., Holyoke, Mass.
RIHNELANDER Paper Co., Rhinelander, Wis.
RIEGEL Paper Corp., 260 Madison Ave., New York 17
WESTFIELD River Paper Co., Inc., Russell, Mass.
WHITING, Geo. W., Paper Co., Menasha, Wis.

# **GREETING CARD**

(see Book, Uncoated)

# **GUMMED LABEL, GUMMED CLOTH** TAPE AND HOLLANDS

TAPE AND HOLLANDS

ARTCOTE Papers, Inc., 390 Coir St., Irvington 11, N. J.

\$ROWN-Bridge Mills, Inc., Troy, Ohio
CHICAGO Gum Tape Co., 855 W. Adams St., Chicago
CORKPAK Co., Inc., 70 Argyle Ave., New Rochelle, N.Y.
DENNISON Mfg. Co., 300 Howard, Framingham, Mass.
GUMMED Products Div. of St. Regis Paper Co., 412 S.
Union St., Troy, Ohio
GUMMED Tape & Devices Co., 1069 Rogers, Brooklyn
LUDLOW Papers Inc., Box 135, Needham Hts. 94, Mass.
MID-States Gummed Paper Div., Minnesota Mining &
Mfg. Co., 6850 S. Harlem Ave., Bedford Park, Ill.

\*NASMUA Corp., 44 Franklin St., Nashua, N. H.

\*PAPER Manufacturers Co, 9800 Bustleton, Philadelphia

PERFECTION FLAT GUMMED PAPER

PAPER MANUFACTURERS CO. Philadelphia 15, Pa. Write for sample book and list of distributors

REXFORD Paper Co., 3100 W. Mill Rd., Milwaukee 9 ST. REGIS Paper Co., 150 E. 42nd St., New York TABLET and Ticket Co., 1021 W. Adams St., Chicago

#### **GUMMED OFFSET**

\*BROWN-Bridge Mills, Inc., Troy, Ohio DENNISON Mfg. Co., 300 Howard, Framingham, Mass. GUMMED Products Div. of St. Regis Paper Co., 412 S. Union St., Troy, Ohio LUDIOW Papers, Inc., P.O. Box 135, Needham Hts. 94,

Mass.
MID-States Gummed Paper Co., Div. Minnesota Mining
& Mfg. Co., 6850 S. Harlem Ave., Bedford Park, III.
\*\*NASHUA Corp., 44 Franklin St., Nashua, N. H.
\*\*PAPER Manufacturers Co., 9800 Bustleton, Philadelphia
RELIABLE Paper Co., 215 Institute Pl., Chicago 10
ST. REGIS Paper Co., 130 E. 42nd St., New York



#### HEAT SEAL LABEL

Mass.
MARYELLUM Co., Holyoke, Mass.
MARYELUM Co., Holyoke, Mass.
MARYELUM Co., Holyoke, Mass.
MEAD Papers, Inc., 118 W. First St., Dayton 2, Ohio
MID-States Gummed Paper Co., Div. Minnesota Mining
& Mfg. Co., 6850 S. Harlem Ave., Bedford Park, Ill.

†NASHUA Corp., 44 Franklin St., Nashua, N. H.

†PAPER Manufacturers Co., 7800 Bustleton, Philadelphia
PLASTIC Cooting Corp., 38 Winter, Holyoke, Mass.
REXFORD Paper Co., 3100 W. Mill Rd., Milwaukee
SORG Paper Co., Middletown, Ohio
WYOMISSING Paper Products Div., Reading, Pa.



LEDGERS (see Bonds and Ledgers)



MANIFOLDS AND ONION SKINS (THIN PAPER) (see Bonds, Ledgers)

MANILA (see Book, Uncoated)

METALLIC (FOIL)

MEI ALLIC (FOIL)
ALUMINUM Co. of America, Pittsburgh, Pa.
ANACONDA Aluminum Co., 1430 S. 13th St., Louisville
10, Ky.
CENTRAL Paper Co., Inc., Div. S. D. Warren Co., 2400
Lake Shore Dr., Muskegon, Mich.
EASTERN Fine Paper & Pulp Div., Standard Packaging
Corp., Bangor, Me.
FRASER Paper Ltd., 420 Lexington, New York 17
GUMMED Products Div. of St. Regis Paper Co., 412 S.
Union St., Trey, Ohio

of Ad

1 N. J.

oklyn 4, Mass. Aining & k, III. adelphia

R ο.

m, Mass. . 412 S. Mining rk, III. H. adelphia

Hts. 94,

Ohio Mining rk, III. . adelphia

ers)

o., 2400 ckaging

17 412 S.

NTION

HAMPDEN Glazed Paper & Card Co., Holyoke, Mass. JOHNSTON Tin Foil & Metal Co., St. Louis KIMBERLY-Clark Corp., Neenah, Wis. MARVELLUM Co., 28 Appleton St., Holyoke, Mass. MILLER Paper Co., 80 Wooster St., New York 12 REYNOLDS Metals Co., Richmond, Va. RIEGEL Paper Corp., 260 Madison Ave., New York 17 ST. REGIS Paper Co., 150 E. 42nd St., New York WYOMISSING Paper Products Div., Reading, Pa.

# MIMEOGRAPH (see Bond and Ledgers)

MULTIFORMS

GENERAL Multi Forms Sales Co., P.O. Box 1094, Nesh-ville, Tenn.



NEWSPRINT

CORKPAK Co., Inc., 70 Argyle Ave., New Rochelle, N.Y. GREENWICH Paper Corp., 53rd & 1st Ave., Brooklyn 32 MINNESOTA & Ontario Paper Co., 500 Investors Bldg.,

Minneapolis PRICE Bros. & Co., Price House, Quebec, Can. PRICE Bros. & Co., Inc., 420 Lexington, New York 17 WRIGHT Co., 444 Madison Ave., New York



**OPAQUE** 

OPAQUE

\*AETNA Paper Co., Dayton, Ohio
BECKETT Paper Co., Hamilton, Ohio
BROWNVILLE Paper Co., Brownville, N.Y.
CHAMPION Paper & Fibre Co., Hamilton, Ohio
CHEMICAL Fine Paper & Board Div., Standard Packaging
Corp., 642 Main, Holyoke, Mass.
CHILLICOTHE Paper Co., Chillicothe, Ohio
CROCKER Burbank Papers, Inc.. Fitchburg, Mass.
EASTERN Fine Paper & Pulp Div., Standard-Packaging
Corp., Bangor, Me.
FITCHBURG Paper Co., 642 River St., Fitchburg, Mass.
\*\*FICHBURG Paper Co., Appleton, Wis.
\*\*GILBERT Paper Co., Menasha, Wis.
HAMILTON Paper Co., Miquon, Pa.
\*\*HAMMERMILL Paper Co., 1450 E. Lake Rd., Erie, Pa.
HAWTHORNE Paper Co., Kings Highway, Kalamazoo,
Mich.
INTERNATIONAL Paper Co., 230 E. 42nd, New York 17
MEAD Papers, Inc., 118 W. First St., Dayton 2, Ohio
MOHAWK Paper Mills, Inc., 465 S. Saratoga, Cehoes,
N.Y.
\*\*NEKOOSA-Edwards Paper Co., Part Edwards Wis.
\*\*NEKOOSA-Edwards Paper Co., Part Edwards Wis.

N.Y.

\*NEKODSA-Edwards Paper Co., Port Edwards, Wis.

NORTHWEST Paper Co., Cloquet, Minn.

PATERSON Parchment Paper Co. Bristol, Pa.

SORG Paper Co., Middletown, Ohio

STANDARD Paper Mfg. Co., P.O. Box 1554, Richmond, Va.

STRATHMORE Paper Co., W. Springfield, Mass.

\*WAUSAU Paper Mills Co., Brokaw, Wis.

\*WESTON, Byron Co., Main St., Dalton, Mass.

OPAQUE BONDS

OPAQUE BONDS

AMERICAN Writing Paper Corp., 10 Eagle-A Ave., Holyoke, Mass.

BROWNVILLE Paper Co., Brownville, N.Y.

CHEMICAL Fine Paper & Board Div., Standard Packaging Corp., 642 Main, Holyoke, Mass.

CROCKER-McElwain Co., Holyoke, Mass.

FITCHBURG Paper Co., 642 River 51. Fitchburg, Mass.

‡FOX River Paper Corp., 401 S. Appleton, Appleton, Wis.

FRASER Paper, Itd., 420 Lexington Ave., New York

†GILBERT Paper Co., Menosho, Wis.

†AMILTON Paper Co., Miquon, Pa.

†AMMERMILL Paper Co., Miquon, Pa.

†ARAMICON Paper Co., Migney Highway, Kalamazoo, Mich.

MEAD Papers, Inc., 118 W. First St. Device & Other

Mich.

Mi



CHEMICAL Fine Paper & Board Div., Standard Packaging Corp., 642 Main, Holyake, Mass. FITCHBURG Paper Co., 642 River St., Fitchburg, Mass. PATERSON Parchment Paper Co., Bristol, Pa. RISING Paper Co., Park St., Housatonic, Mass. STRATHMORE Paper Co., West Springfield, Mass. WEST Carrollton Parchment Co., West Carrollton, Ohio

PARCHMENT, ARTIFICIAL (DIPLOMA)

(UIPLUMA)
CHEMICAL Fine Paper & Board Div., Standard Packaging Corp., 642 Main, Holyoke, Mass.
CHILLICOTHE Paper Company, Chillicothe, Ohio CRANE & Co., Dalton, Mass.
FITCHBURG Paper Co., 642 River St., Fitchburg, Mass.
\*\*HAMMERMILL Paper Co., Erie, Pa.
PATERSON Parchment Paper Co., Bristol, Pa.
SORG Paper Co., Middletown, Ohio
STRATHMORE Paper Co., West Springfield, Mass.
\*\*WESTON, Byron Co., Main St., Dalton, Mass.

PHOTO MOUNT (see Board)

PLASTIC CONTENT PAPERS

MIAMI Valley Coated Paper Co., Oxford Rd., Franklin, Ohio Ohio
MID-States Gummed Paper Co., Div. Minnesota Mining
& Mfg. Co., 6850 S. Harlem, Bedford Park, III.
TOPFLIGHT Tape Co., York, Pa.

**POST CARDS (see Bristols)** 

PRESSURE SENSITIVE PAPER (see Adhesive Prtg. Papers-Pressure Sens.)

**PROOFING** (see Coated Book)



ROTOGRAVURE (see Book, Uncoated)



SAFETY (CHECK, BANK NOTE) SAPETY (CHECK, BANK NOTE)

\*\*BERGSTROM Paper Co., Hwy. 41, Neenah, Wis.

CRANE & Co., Dalton, Mass.

FRASER Paper Ld., 420 Lexington Ave., New York

\*\*GILBERT Paper Co., Menasha, Wis.

GURNEY Security Paper Co., 68 Washington, Brooklyn 1

GUMMED Tape & Devices Co., 1069 Rogers, Brooklyn 1

GUMMED Tape & Devices Co., 1069 Rogers, Brooklyn 1

HAMMERMILL Paper Co., 1450 E. Lake Rd., Erie, Pa.

HOLLINGSWORTH & Whitney Div., Scott Paper Co., Front

& Market Sts., Chester, Pa.

LAMONTE, George, & Son, 299 Kingsland, Nutley, N. J.

\*\*\*AHEKODSA-Edwards Paper Co., Part Edwards, Wis.

PERFECT Safety Paper Co., 299 Kingsland, Nutley, N. J.



TAG BOARD (see Board)

TYMPAN (DRAWSHEET)

TYMPAN (DRAWSHEET)
CENTRAL Paper Co., 1nc., Div. S. D. Warren Co., 2400
Lake Shore Dr., Muskegon, Mich.
CORKPAK Co., Inc., 70 Argyle Ave., New Rochelle, N.Y.
\*\*CROMWELL Paper Co., 4801 S. Whipple St., Chicago 32
CUPPLES-Hesse Corp., St. Louis
HOLLINGSWORTH & Vose Co., 112 Washington St., East
Walpole 1, Mass.
\*\*HOLLINGSWORTH & Whitney Co., Div. of Scott Paper
Co., Front & Market Sts., Chester, Pa.
\*\*MINNESOTA Mining & Mfg. Co., 900 Fauquier St., St.
Paul 6, Minn.

Paul 6, Minn.
RIEGEL Paper Corp., 260 Madison Ave., New York 17
SORG Paper Co., Middletown, Ohio



UNION WATERMARKED

AMERICAN Writing Paper Corp., 10 Eagle-A Ave., Holyoke, Mass. CONSOLIDATED Water Power & Paper Co., Wisconsin Rapids, Wis. HOPPER Paper Co., Taylorville, III. MOHAWK Paper Mills, 465 E. Saratoga, Cohoes, N.Y. STRATHMORE Paper Co., West Springfield, Mass.



**VELLUM, WEDDINGS** (see Book, Uncoated)



WRITINGS( see Bond and Ledger)

# 10 Ways to Improve Your Estimating and Cost Accounting

Order these aids to estimating and cost accounting. You'll never regret it. Improve your profits and get a better return on your investment. These systems and books will be of invaluable help to you

and your employees.

Dollar-Hour Estimating System. By Fred W. Hoch. \$23.35. Includes the following which may also be purchased separately: Standard Production and Dollar-Hour Values for Printers. \$5.35. Perpetual estimating guide providing data on average production for all operations together with variable hour rates. Provision is made in each table to fill in operation cost at plant hour rate. Dollar-Hour Calculator. \$15.35. Wheel-type calculator answers at least 25 kinds of problems encountered by the cost accountant or estimator. Fastest method known for estimating cost and production appraisals. Quick Count Copy Character Tabulator. \$5.35. A transparent laminated sheet divided into squares. When upper left corner of tabulator is laid on upper left corner of typewritten copy, total number of characters in copy is shown on the tabulator at lower right corner of copy.

Estimating Standards for Printers. By Fred W. Hoch. \$5.35. Replaces Standard Book on Estimating for Printers. Brings up to date all estimating information on methods, machines and operations now used in the letterpress, platemaking, and binding sections of the graphic arts industry.

Estimating Graphs for Printers. By Fred W. Hoch. \$3.85. Graphs show cost of complete job for typesetting, presswork and binding. Splendid help for quick estimating.

Printers Calculator. By Fred W. Hoch. \$15.35. This is a  $9\frac{1}{4}$  x9 $\frac{1}{4}$  plastic calculator which shows in one setting characters and keystrokes per line for all set sizes of type, lines of type at a given pica measure, cost of setting any size type, number of absolute linear ems in the set type, lower case alphabet lengths and other information.

Production Standards and Economic Cost Val-ues for Printers. By Fred W. Hoch. \$4.35. Shows in terms of dollars and cents the values of recognized standard units of pro-duction; the figures represent printing in-

Cost and Production Tables Offset and Duplicating Lithography. By Fred W. Hoch. \$5.35. A revised edition of the 1945 book containing a new section on duplicating added to the tables to help estimate costs.

Practical Problems in Mathematics: Printing Trades. By Adolph S. Schabel. \$2.15; Answer Book, \$1.35. Designed for use by apprentices and vocational students, and as a refresher for working printers, this book covers the mathematical problems encountered in everyday printing trade operations.

Arithmetic for Printers. By J. Woodard Auble. \$3.07. Thorough coverage of arithmetic in its application to printing, every detail worked out from the printer's point of view. Emphasis given to the types of calculations which the average apprentice or student will be required to make most frequently. frequently.

Send check or money order to Book Department

The Inland and American PRINTER and LITHOGRAPHER

79 W. Monroe St. Chicago 3, Ill.

# ADDRESSES OF LEADING MANUFACTURERS

ABRAMS, M. L., Co., 1841 Prospect Ave., Cleveland ACCURATE Steel Rule Die Mfrs., 22 W. 21st, New York 10 &ADAMS Bros, Salesbook Co., 200 Jackson, Topeka, Kan. AIGNER, G. J., Co., 426 S. Clinton, Chicago 7

Branch:
New York 13—97 Reade St.
ALLIED Paper Mills, 1608 Lake, Kalamazoo, Mich.
\*AMERICAN Carbon Paper Carp., 1313 W. Loke, Chicago
AMERICAN Carbon Paper Mfg. Co., Ennis, Tex.
Branches in leading cities
AMERICAN Cyanamid Co., 30 Rockefeller Plaza, New
York 20.

York 20 AMERICAN Evatype Co., 739 Osterman, Deerfield, III. AMERICAN Numbering Machine Co., 224 Shepherd Ave., Brooklyn 8, N.Y.

Branch:
Chicago 2—105 W. Madison St.,
\*AMERICAN Roller Co., 1342 N. Halsted St., Chicago
Branches:
Indianapolis 4—225 N. New Jersey St.
St. Paul, Minn.—258 E. Fifth St.
AMERICAN Smelting and Refining Co., Federated Metals
Division, 120 Broadway, New York 5
\*AMERICAN Steel Chase Co., 31-31 48th Ave., Long
Island City, N.Y.
\*AMERICAN Type Founders, 200 Elmora Ave., Elizabeth, N. J.

beth, N. J.

Branches:

Atlanta 8—728 Spring St., N. W.
Boston 10—275 Congress St.
Chicago 6—519 West Monroe St.
Cincinnati—20 Ninth St.
Cleveland 14—1530 E. 19th St.
Dallas 1—604 S. Akard St.
Los Angeles 15—1314 W. 9th St.
New York 14—200 Varick St.
Philadelphia 2—210 N. Broad St.
St. Louis 3—1931 Washington Ave.
San Francisco 2—360 Golden Gate Ave.

\*\*AMERICAN Wood Type Mfg. Co., 42-25 9th St., Long Island City 1, N.Y.
AMERICAN Writing Paper Corp., 10 Eagle-A Ave.,
Holyoke, Mass.

Branches:

Branches.
Boston 10—80 Federal St.
Chicago 3—10 S. LoSalle St.
New York 17—Chrysler Bldg., 405 Lexington Ave.
San Francisco 5—503 Market St.
AMES Bag Co., 7009 Euclid Ave., Cleveland
Branch:

Branch: Selma, Ala.—1899 Selma Ave. AMSTERDAM Cont'l. Type & Graphic Equipment, 26B 4th Ave., New York ANACONDA Aluminum Co., 1430 S. 13th St., Louisville, \*ANCHOR Chemical Co., Inc., 829 Bergen St., Brooklyn

38

\*\*ANSCO Div., General Aniline & Film Corp., 40 Charles
St., Binghamton, N.Y.

\*\*ARBOGUST Co., 228 N. LaSalle St., Chicago 1

ASHTON Press Mfg. Co. Itd., 60 Beech St., Othawa, Ont.,

Canada
ATLANTIC Gummed Paper Corp., 1 Main St., Brooklyn
AUTOMATIC Transportation Co., Div. Yale & Towne, 101
W. 87th St., Chicago 20
AVERY Paper Co., Div. Fasson Products, 250 Chester St.,
Painesville, Ohio
\*BAHNSON Co., 1001 S. Marshall, Winston-Salem, N. C.
Branches:
Atlanta—886 Drewry St., N.E.
Los Angeles 13—553 S. Figueroa St.
New York—93 Worth St.
\*BALTIMORE Type & Composition Corp., 15 S. Frederick
St., Baltimore

Chicago 5—423 S. Dearborn St.
BAUER Alphabets, Inc., 235 E. 45th St., New York 17

\*\*BAUM, Russell Ernest, 1540 Wood St., Philadelphia
Branches:
Chicago 6—123 S. Jefferson St.
New York 1—461 8th Ave.
BECKETT Paper Co., Hamilton Ohio
Soles Office:
New York 17—350 Madison Ave.
BECKFIELD Rotary Vacuum Blower Co., 72 First Ave.,
Pittsburgh 22

\*\*BERGSTROM Paper Co., Neenah, Wisconsin
\*\*ABIG Joe Mfg. Co., Wisconsin Dells, Wis.
BINGHAM'S, Sam'I, Son Mfg. Co., 636 S. Sherman St.,
Chicago 5

Branches:

Chicage 5

Branches:
Atlanta 3. Ga.—274 Trinity Ave., 5. W.
Cincinnati, Ohio—1935 Western
Cleveland 14, Ohio—1432 Hamilton Ave.
Dallos 1, Tex.—1310 Patterson Ave.
Des Moines 2, lows—1025 W. Fifth 5t.
Detroit 10, Mich.—4391 Apple 5t.
Houston 6, Tex.—2702 W. Dallas Ave.
Indianapolis 2, Ind.—629 S. Alebamo St.
Kalamazeo 12, Mich.—223 W. Ransson St.
Kansson St. Yen 6. Mo.—706 Rathimara Ave. Kenses City 6, Mo.—706 Baltimore Ave. Minneepolis 15, Minn.—900 S. Third St. Nashville 3, Tenn.—911 Berryhill St.

Oklahoma City 6, Okla.—1213 Linwood St.
Pittsburgh 3, Pa.—88 S. 13th St.
St. Louis 2, Mo.—514 Clark Ave.
St. Paul, Minn.—318 Minnessots St.
Springfield, Ohio—East & Harrison Sts.
Tampa, Fla.—507 N. 22nd St.
BLATCHFORD, Div. of National Lead Co., 111 Broadway,
New York

New York 6

Branches:
Atlanta, Ga.—400 Bishop St. N.W.
Baltimore, Md.—214 W. Henrietta St.
Boston, Mass.—800 Albany
Buffalo, N.Y.—116 Oak St.
Chicage, Ili.—900 W. 18th St.
Cincinnati, Ohio—659 Freeman Ave.
Cleveland, Ohio—1776 Columbus Road
Dallas, Texas—959 Terminal St.
Pittsburgh, Pa.—1376 River Road
St. Louis, Mo.—722 Chestnut St.
Pacific Coast Subsidiary—Morris P. Kirk & Son
Los Angeles, Calif.—2717 S. Indiana St.
\*\*&BRANDTJEN and Kluge, Inc., 653 Gaultier St., St. Paul,
Minn.

Minn.

Branches:
Atlanta 3, Ga.—150 Forsyth St., S.W.
Boston, Mass.—115 High St.
Chicago 5, III.—531 S. Dearhorn St.
Dallas 1, Tex.—217 Browder St.
Detroit 26, Mich.—1051 First St.
Los Angeles 15, Calif.—1232 S. Maple Ave.
New York, N.Y.—86 Beekman St., New York 38
Philadelphia 7, Pa.—253 N. 12th St.
St. Louis, Mo.—226 Olive St.
San Francisco 11, Calif.—451 Sansome St.
BROOKS & Perkins, Inc., Magplate Div., 1956 W. Fort
St., Dotroit 16
BROWN, L. L., Paper Co., Commercial St., Adams, Mass.
\*\*ABROWN-Bridge Mills, Inc., Troy, Ohio
Branches:
Chicago 5, III.—608 S. Dearborn St.
New York, N.Y.—6 E. 45th St.
Philadelphia, Pa.—234 Belmont Ave., Bala-Cynwyd, Pe.
St. Louis, Mo.—4378 Lindell Blvd.
San Francisco, Calif.—420 Market St.
BURNISHINE Products Co., 8140 Ridgeway, Skokie, III.
CAMPBELL Box & Tag Co., 903 S. Main, South Bend 23, Ind.
\*\*CANTINE, Martin, Co., Saugerties, N.Y.

Ind. ★CANTINE, Martin, Co., Saugerties, N.Y. CAPROCK Developments, 165 Broadway, New York 6 ★CARLSON, Chesley F., Co., 2240 Edgewood, Minn

\*CANTINE, Martin, Co., Saugerties, N.Y.
CAPROCK Developments, 165 Broadway, New York 6
★CARLSON, Chesley F., Co., 2240 Edgewood, Minneapolis
★CENTRAL Compounding, Co., 1718 N. Damen, Chicago
CENTRAL Paper Co., Inc., Div. S. D. Warren Co., 2200
Lake Share Drive, Muskegon, Mich.
★CHALLENGE Machinery Co., Grand Haven, Mich.
★CHALLENGE Machinery Co., Hamilton, Ohio—Mills
also at Canton, N.C., and Houston, Tex.

Branch Sales Offices:
Atlanta 3, Ga.—1406 First National Bank Bldg.
Boston 10, Mass.—201 Devonshire St.
Chicago 2, Ill.—1437 Conway Bldg.
Cincinnati 2, Ohio—1406 Enquirer Bldg.
Cleveland 13, Ohio—1511 Terminal Tower
New York 17, N.Y.—230 Park Ave.
Philadelphia 6, Pe.—570 Draxel Bldg.
★CHAMPLAIN Co., Harrison Ave., Roseland, N. J.

Branch:
★CHEMCO Photoproducts Co., 230 W. 41st, New York 18
★CHEMICAL Fine Paper & Board Div., Standard Packaging
Corp., 642 Main, Holyoke, Mass.
★CHESHIRE, Inc., 1644 N. Honore St., Chicago 22

Branches:
New York 1, N.Y.—225 West 34th St.
San Francisco 3, Calif.—1043 Bryant St.
CHRISTENSEN Machine Co., 100 Fourth St., Racine, Wis.
CLAYTON Chemical Co., Div. American Photocopy Equip.
Co., 2100 Dempster St., Evanston, Ill.
CLINE Electric Mfg. Co., 3405 W. 47th St., Chicago 32

New York 17, N.Y.—220 E. 42nd St.
Los Angeles 17, Calif.—600 St. Paul Ave.
COES Knife Co., 70 Coes St., Worcester 3, Mass.
★COUWELL Lithe Products, Inc., 402 Chicago Ave., Minneapolis 15, Minn.

CONSOLIDATED International Equipment & Supply Co., 1030 W. Chicago Ave., Chicago 22

CONSOLIDATED International Equipment & Supply Co., 1030 W. Chicago Ave., Chicago 22

CONSOLIDATED Mare Power & Paper Co., Wisconsin Rapids, Wis.

COTTON Fibre Paper Manufacturers, 122 E. 42nd St.,

Rapids, Wis.

Sales Office:
Chicago 3, III.—135 S. LaSalle St.
COTTON Fibre Paper Manufacturers, 122 E. 42nd St.,
New York
COTTRELL Co., Sub. of Harris-Seybold Co., Westerly, R.I.
Rangel

New York City—800 Second Ave.

\$\precedot \text{COUNTER & Control Corp., 4503 W. Brown Deer Road, Milwaukee 18
\$\precedot \text{COWAN Pressroom Products, Inc., 1651 Cosmo, Hollywood 28, Calif.}

CRAFTINT Mfg. Co., 1615 Collamar Ave., Cleveland 10 CRAFTSMAN Line-Up Table Corp., 49-59 River \$1., Waltham 54, Mass.

CRAFISMAN Line-Up Table Corp., 49-39 River 31., wainham 34, Mass.

Branch:
Chicage 5, Ill.—120 W. Polk \$1.
CRAFISMEN Machinery Co., 75 W. Dedham, Boston 10
CROCKER, Burbank Papers, Inc., \$45 Westminster \$1., Fitchburg, Mass.

\*CROMWELL Paper Products, 4801 S. Whipple, Chicage Branch:
Trenton, N. J.—100 Nottingham Way
CROWN Zellerbach Corp., 26 S. Wabash, Chicage 3
CURTIS Paper Co., Newark, Del.
CUTIER-Hammer Mfg. Co., 315 N. 12th \$1., Milwaukee
DAVIDSON Corp., \$45 S. Wabash, Chicage 3
CURTIS Paper Co., Newark, Del.
CUTIER-Hammer Mfg. Co., 315 N. 12th \$1., Milwaukee
DAVIDSON Corp., \$45 S. Wabash, Chicage 3
CURTIS Paper Co., Newark, Del.
CUTIER-Hammer Mfg. Co., 315 N. 12th \$1., Milwaukee
DAVIDSON Corp., \$45 S. Wabash, Chicage 3
Sales offices in principal cities; consult telephone book.
DAYTON Rubber Co., 2342 W. Riverview, Dayten, Ohio
Branches:
Chicage 4, Ill.—1009 W. Washington Blvd.
New York 7, N.Y.—11 Park Place
DENNISON Mfg. Co., 300 Howard \$1., Framingham, Mass.
Branches:
Beston, Mass.—38 Chauncy \$1.

Boston, Mass.—38 Chauncy St., Framingham, Mass.
Boston, Mass.—38 Chauncy St.
Chicago, III.—62 E. Randolph St.
Cleveland, Ohio—629 Euclid Ave.
Dallas, Tex.—202 Southwestern Life Bldg.
New York 1, N.Y.—220 Fifth Ave.
Philadelphia, Pa.—225 S. 15th St.
San Francisco, Cal.—1642 Russ Bldg.
Toronto, Ont., Canade—302 Bay St.
\*DEXTER Co., Div. of MGD, Inc., 2011 W. Hastings St.,
Chicago 8, III.
Branches

★UEXTER Co., Div. of MGD, Inc., 2011 W. Hastings St., Chicage S, Ill.

Branches:
Boston 10—140 Federal St.
Chicage 5—608 S. Dearborn St.
Los Angeles 15—1335 Maple Ave.
San Francisco 3—235 Ninth St.
Dallas, Tex.—724 Young St.
DICK, A. B., Co., 5700 W. Touhy, Chicage 31
★DIDDE-Glaser, Inc., 24 So. Highway & W. 12th Ave., Emporia, Kan.
DISSTON Div., H. K. Porter Co. Inc., Unruh and Milnor Sts., Philadelphia 35
DITTO, Inc., 6800 McCormick Blvd., Chicage
DOBECKMUN Co., 3301 Monroe St., Cleveland 1
DOUTHIT Corp., 680 E. Fort St., Detroit
DOW Chemical Co., Midland, Mich.
Branches in 17 cities
★DOYLE, J. E., Co., 1224 W. 6th St., Cleveland.
★DU PONT de Nemours & Co., Inc., Nemours Bldg., Wilmington 98, Del.
Branches in all principal cities
DUTRO, Orville & Son, Inc., 117 W. 9th, Los Angeles 15
★EASTERN Fine Paper & Puip Div., Standard Packaging
Corp., Bangor, Me.
Branches:
Atlanta, Ga.—231 Healey Bldg.

bulko. Orline a Sah, He., 117 w. 7th, to Sangles 13

Laster Fine Paper & Pulp Div., Standard Packaging
Corp., Bangar, Me.

Branches:

Atlanta, Ga.—231 Healey Bldg.
Boston, Mass.—10 High St.
Chicago, Ill.—111 W. Washington St.
Dallas, Tax.—2523 McKinley Ave.
New York, N.Y.—500 Fifth Ave
Philadelphia, Pa.—100 S. Broad St.
★EASTMAN Kodak Co., 343 State St., Rochester 4, N.Y.
★ECONO Products, Inc., 132 Humboldt, Rochester, N.Y.
Exclusive Distributors:
Portland 1, Ore.—Harold Noonan, 5000 S.W. Laurelwood Ave.
San Francisco 11—Don Stewart Co., 441 Clay St.
San Francisco 11—444 Market St.
ELECTRIC Eye Equip. Co., 1932 E. Fairchild, Danville, Ill.
★FAIRCHILD Camera & Instrument Corp., Fairchild Dr.,
Plainview, N.Y.
FALCO Corp., 29-05 120th St., Flushing S4, N.Y.
Branch:
Chicago—343 S. Dearborn St.
FASTENER Corp., 3700 River Rd., Franklin Park, Ill.
FEDERATED Metals: See American Smelting & Refining
Co., New York
FELTERS Co., 210 South St., Boston 11
FILMOTYPE Corp., 7500 McCormick Blvd., Skekie, Ill.
★FINCH, Pruyn & Co., Glen Falls, N.Y.
FITCHBURG Paper Co., 642 River St., Fitchburg, Mass.
Enticago 3—11 South LaSalle St.

FITCHBURG Paper Co., 642 River 51., Fitchburg, Mass. Branchès:
Chicago 3—11 South LoSalle 5t.
New York 17—250 Park Ave.
\*FIETCHER Paper Co., Alpena, Mich.; 20 N. Wacker Drive, Chicago 6
\*FIINT Ink Corp., 2546 Clark Ave., Detroit 9, Mich.
Branches in leading cities.
\*FORCE, Wm. A., & Co., Inc., 216 Nichols, Brooklyn 8
Branches:
Chicage 6—9 S. Clinton St.
Grimsby, Ont., Canada
Montreal 28, Que.—2165 Clifton Ave.
New York 7—44 Warren Ave.
FOSTER Mfg. Co., 134 N. 13th St., Philadelphia 7
\*FOX River Paper Corp., 401 S. Appleton, Mis.

Branches: Los Angeles—Murphy & Buist, 124 West 4th \$1. New York—350 Madison Ave.

0111111117

of Ad

on 10 ester St., Chicago

0 3 ype Co., ne book. on, Ohio

m, Mass.

tings St.,

th Ave. d Milner

ig., Wil-

4, N.Y. er, N.Y. Laurel-

ville, III. hild Dr.,

ш Refining e, III. Mass.

Wacker Mich.

oklyn 8

ppleton,

NTION

FRASER Paper Ltd., 420 Lexington Ave., New York 16
Branch:
Chicago 2—111 W. Washington Blvd.
FRYE Mfg. Co., 2531 Dean Ave., Des Moines 4, Ia.
GAETJENS, Berger & Wirth, Inc., 35 York, Brooklyn 1
Branches:
Chicago 5—215 S. Aberdeen St.
Milvaukee—822 W. Winnebago
GAST Mfg. Co., 145 Hinkley St., Benton Harbor, Mich.
GAVRIN Press, Inc., Arthur J. Gavrin Press Bldg., New
Rochelle. N.Y.
GGEENHEIMER Co., William, 80 Roebling, Brooklyn 11
GEIB Co., Joseph, 52 Arlington St., Newark 2
#GENERAL Aniline & Film Corp., ANSCO Div., 130 Main
St., Binghamman, N.Y.
GENERAL Electric Co., 1 River Rd., Schenectady 5, N.Y.
Sales offices in 80 principal cities; consult telephone
book.

Sales offices in 80 principal cities; consult rerepnonbook.

\*\*\*CENERAL Printing Ink Div., Sun Chemical Corp., 750
3rd Ave., New York
Branches:
Chicago—1215 W. Washington Bivd.
Cincinnati 2—239 Wallout 51.
Fort Worth 7, Tex.—2506-10 Tillar \$1.
Norwood, Mass.—601 Pleasant \$1.
GENERAL Research & Supply Co., 572 Division Ave.,
Grand Rapids, Mich.
Branches:
Glendale 5, Calif.—1294 S. Boynton \$1.
Ft. Washington, Pa.—710 Prospect Ave.

\*\*\*GILBERT Paper Co., Menasha, Wis.
GOES Lithographing Co., 42 W. 61st \$1., Chicago
Branch:

New York—53 Park Place

★GOODYEAR Tire & Rubber Co., Printers Supply Div.,
New Bedford, Mass.
GOSS Co., Div. of MGD, Inc., 5601 W. 31st St., Chicago
Branches:

New Bedford, Mass.
GOSS Co., Div. of MGD, Inc., 5601 W. 31st St., Chicago Bottle Creek, Mich.
New York 17—228 E. 42nd St.
San Francisco 5—116 New Montgomery St.
Preston, England—Greenbank St.
London, EC4, England—154 Fiest St.
\*\*AGRAEBER Stringing & Wiring Machine Co., Div. of New Era Mfg. Co., Hawthorne, N. J.
GUMMED Products Div. of St. Regis Paper Co., 412 S.
Union St., Troy, Ohio
Branches:
Chicago 2—111 West Washington St.
Cincinnoti 2—1740 Union Central Bidg.
Cleveland 20—2642 Fontenay Rd.
Columbus 15, Ohio—45 S. 9th St.
Manoa, Philadelphia—1020 Garfield Ave.
New York 7—41 Park Row
St. Louis—Paul Brown Bidg.
GURIN-Rapport, Inc., 217 N. Jefferson St., Chicago 6
MABERULE Co., Bax 245, Wilton, Conn.
HALOID-Xerox, Inc., 53-219 Haloid, Rechester 3, N.Y.
Branches in major cities; consult phone book.
\*\*HAMILTON Paper Co., Miquon, Pa.
Branches in major cities; consult phone book.
\*\*HAMILTON Paper Co., Miquon, Pa.
Branches Inc., 1600 Douglas,
\*\*Chicago 3—176 W. Adams St.
New York 7—261 Broadway
San Francisco 11—320 Market St.
HAMILTON Tool Co., 900 Hanever, Hamilton, Ohio
\*\*\*HAMMERMILL Paper Co., 1450 E. Lake Rd., Erie, Pa.
Branch Sales Offices
New York 17—50 E. 42nd St.
San Francisco 4—311 California St.
HAMMOND Machinery Builders, Inc., 1600 Douglas,
Kalamazoo, Mich.
HAMPDEN Glazed Paper & Card Co., 100 Water, Holyoke,
Manss.
HAND, Philip Co., Inc., 85 Sargent St., Holyoke, Mass.

Kalamazoo, Mich.

HAMPDEN Glazed Paper & Card Co., 100 Water, Holyoke, Mass.

HANO, Philip Co., Inc., 85 Sargent St., Holyoke, Mass.

HANTSCHO, Geo. Co., 602 S. Third. Mount Vernon, N.Y.

\*HARRIS-Seybold Co., Div. Harris-Intertype Corp., 4510

E. 71st St., Cleveland S

Branches and Distributors:

Atlante 3, Ge. (B)—220 Luckie St., N.W.

Boston 10. Mass.—10 High St.

Chicage 5, Ill. (B)—55 Public Square

Dalles, Tex.—717 S. Ervay St.

Dayton F7, Ohio—819 Washington Blvd.

Cleveland 13, Ohio—55 Public Square

Dalles, Tex.—717 S. Ervay St.

Dayton F7, Ohio—819 Washington St.

Los Angeles S. Calif.—3156 Wilshire Blvd.

Melrose Park, Ill.—2010 N. Ruby St.

Minneapolis 2, Minn.—527 Second Ave. S.

New York 10, N.Y. (D)—380 Second Ave. S.

New York 10, N.Y. (D)—380 Second Ave.

Philadelphia 3, Pa.—33 S. 20th St.

San Francisco 3, Calif.—883 Bryant St.

Washington 6, D.C.—1346 Connecticui Ave.

Canada, Montreal (B)—437 Craig St.

Washington 6, D.C.—1346 Ennecticui Ave.

Canada, Montreal (B)—435 Craig St., W.

England, Chipstead, Surrey (D)—Smyth-Horne

Sauth America & West Indies (D)—National Paper & Type Co., 120 Wall St., New York

HAWTHORNE Paper Co., King Highway, Kalamazoo, Mich.

\*\*HEIDELBERG Southern Sales Co.—73-45 Woodhoven Blvd.,

Glendale 27, Long Island, N.Y.

\*\*HEIDELBERG Southern Sales Co., 6319 Eppes St., Box 12301, Housson 17

\*\*HEIDELBERG Western Sales Co., 1700 S. Well St., Los Angeles 15

HELBER Roberts Mfg. Corp., 700 Jamaica, Brooklyn 8

HEBBEET Produzts. Inc., 180 Linden Ave., Westbury, N.Y.

\*\*HEIDÉIBERG Western Sales Co., 1700 S. Well St., Los Angeles 15 HELLER Roberts Mfg. Corp., 700 Jamaica, Brooklyn 8 HERBERT Products, Inc., 180 Lindan Ave., Westbury, N.Y. HESS and Barker, 930 Washington Ave., Philadelphia \*HILL Rubber Co., 2728 Elston Ave., Chicago HOE, R., & Co., Inc., 910 E. 138th 5t., New York 54 Branches: Boston, Muss.—244 Trachington St. Chicago, Ill.—1 N. Canal St. San Francisco, Calif.—1301 Monterey Blvd. \*HOLLINGSWORTH & Whitney, Div. Scott Paper Co., Front & Market Sts., Chester, Pa.

HOLYOKE Card & Paper Co., 93 Fiske, Springfield, Mass.

\*HOWARD Paper Mills, Dayton 7, Ohio
Branch Sales Offices:
Chicago 3, III.—10 S. LoSalle St.
New York 1, N.Y.—350 Fifth Ave.
HUDSON-Sharp Machine Co., Sub. Food Machy. & Chem.
Corp., 1201 Main St., Green Bay, Wis.
Branch:
Chicago—5 N. Wabsah Ave.
HUXLEY Envelops & Paper Corp., 137 Varick, New York

\*HUXLEY Envelops & Paper Corp., 137 Varick, New York

\*HUXLEY Envelops & Paper Corp., 137 Varick, New York

\*HUXLEY Envelops & Paper Corp., 137 Varick, New York

\*HUXLEY Envelops & Paper Corp., 137 Varick, New York

\*HUXLEY Envelops & Paper Corp., 137 Varick, New York

\*HUXLEY Envelops & Paper Corp., 130 Varick, New York

\*HUXLEY Envelops & Paper Co., 2512 West 24th, Chicago 8

\*Factories:

\*LinterNation Branches in 18 principal cities

\*INTERNATIONAL Paper Co., 230 E. 42nd, New York 17

\*INTERNATIONAL Paper Co., 230 E. 42nd, New York 17

\*INTERNATIONAL Paper Co., 230 E. 42nd, New York 17

\*INTERNATIONAL Paper Co., 230 E. 42nd, New York 17

\*INTERNATIONAL Paper Co., 230 E. 42nd, New York 17

\*INTERNATIONAL Paper Co., 230 E. 42nd, New York 17

\*INTERNATIONAL Paper Co., 230 E. 42nd, New York 17

\*INTERNATIONAL Paper Co., 230 E. 42nd, New York 17

\*INTERNATIONAL Paper Co., 230 E. 42nd, New York 17

\*INTERNATIONAL Paper Co., 230 E. 42nd, New York 17

\*INTERNATIONAL Paper Co., 230 E. 42nd, New York 17

\*INTERNATIONAL Paper Co., 230 E. 42nd, New York 17

\*INTERNATIONAL Paper Co., 230 E. 42nd, New York 17

\*INTERNATIONAL Paper Co., 230 E. 42nd, New York 17

\*INTERNATIONAL Paper Co., 230 E. 42nd, New York 17

\*INTERNATIONAL Paper Co., 230 E. 42nd, New York 17

\*INTERNATIONAL Paper Co., 230 E. 42nd, New York 17

\*INTERNATIONAL Paper Co., 230 E. 42nd, New York 17

\*INTERNATIONAL Paper Co., 230 E. 42nd, New York 17

\*INTERNATIONAL Paper Co., 230 E. 42nd, New York 17

\*INTERNATIONAL Paper Co., 230 E. 42nd, New York 17

\*INTERNATIONAL Paper Co., 230 E. 42nd, New York 17

\*INTERNATIONAL Paper Co., 230 E. 42nd, New York 17

\*INTERNATIONAL Paper Co., 230 E. 42nd, New York 18

\*I

IRWIN Mfg. Co., Gerland 1, Pa.
JOMAC, Inc., 6128 N. Woodstack St., Philadelphia 38
Branch:
New York 38, N.Y.—44 Cliff St.
★KENRO Graphics, 25 Commerce St., Chatham, N. J.
KIMBERLY-Clark Corporation, Neenah, Wis.
Branch Sales Offices:
Atlanta 3, Ga. −22 Marietta St., N.W.
Chicago 3, III.—8 S. Michigan Ave.
New York 17, N.Y.—122 E. 42nd St.
San Francisco 4, Calif. −155 Sansome St.
★KENRO Graphics, 25 Commerce St., Chatham, N. J.
★KLEEN-Shik Products. Inc., 7300 W. Wilson, Chicago
H. P. KORN Co., 5 Beekman St., New York
KNIGHT Engineering & Machine Co., P.O. Box 883,
Clanton, Ala.
LAKE Erie Machinery Corp., P.O. Box 68, Buffalo 17
Branches:
Chicago 1, III.—230 N. Michigan Ave.
New York 17, N.Y.—215 Park Avs.
★LANSTON Monotype Co., Div. Lanston Industries, Inc.,
24th and Locust Sts., Philadelphia 1
Branches:
Atlanta 3. Ga.—116 Spring St., N.W.
Boston 9, Mass.—170 Summer St.
Chicago 6, III.—215 New Montgomery St.
Canada, Toronto 1, Ont.—34 Adelaide St., West

\*LANSTON Co., Div. of MGD, Inc., 2011 W. Hastings St.,
Chicago 8

Chicago 8

Branches:
Boston, Mass.—170 Summer 5t.
Philadelphia 6, Pa.—Bourse Bldg.
Chicago, III.—628 S. Dearborn St.
LEEDAL, Inc., 2929 S. Helsted St., Chicago 8
LEVEY, Frederick H., Co., 380 Madison, New York
LINK-Belt Co., Prudential Plaza, Chicago 1
Sales offices in principal cities; consult telephone book.
Branches:
Chicago 6, III.—318 W. Randolph St.
Kansas City 6, Mo.—1327 Broadway
Minneapolis 15, Minn.—503 Fourth Ave. 5.

\$LITHO Chemical & Supply Co., 46 Harriet, Lynbrook,
L. I., N.Y.

Branches:
Chicago, Ill.—4227 W. 43rd St.
Los Angeles, Calif.—1418-1422 Santa Fe Ave.

†LITHOPLATE Inc., Div. of Harris-Seybold Co., 278 Arden
Drive, El Monte, Calif.

Drive, El Monte, Calif.
Branches:
Chicage, Ill.—3860 W. 63rd St.
Cleveland, Ohio—5308 Blanche Ave.
Richmond, Va.—523 W. Broad St.
LUDLOW Papers Inc., Needham Hts. 94, Mass.
Branches:
Branches:

LUDLOW Papers Inc., Needham Hts. 94, Mass.
Branches:
New York 17—22 E. 41st St.
Chicago 6—110 Franklin St.
Los Angeles—124 W. Fourth St.
\$\pmuLUDLOW Typograph Co., 2032 Clybourn, Chicago 14
\$\pmuLUDLOW Typograph Co., 200 Mices:
Altanta 3, Ga.—120 Mariette St.
Boston 10, Mass.—470 Atlantic Ave.
New York 7, N.Y.—63 Park Row
San Francisco 3, Colif.—5 Third St.
McAdams, John & Sons, Inc., 20 Knight, Norwalk, Conn.
MACBETH Daylighting Corp., Newburgh, N.Y.
\*\*MACBETH Daylighting Corp., Newburgh, N.Y.
\*\*MACBETH Arc Lamp Co., 141 Barkley St., Philadelphia
MACBETH Daylighting Corp., Newburgh, N.Y.
\*\*MACKENZIE & Harris. Inc., 59 Folsom, San Francisco
\*\*MAGNACRAFT Mfg. Co., 7739 S. Kedzie Chicago 29
\*\*\*MAGPLATE Div., Brooks & Perkins, Inc., 1956 W. Fort
St., Detroit 16
\*\*MARSET, Inc., 1192 Broodway, New York
MEAD Papers, Inc., 118 W. First St., Dayton, Ohio
\*\*Branches:\*\*

Branches:
Boston 10, Mass.—80 Federal St.
Chicago 6, Ill.—20 N. Wacker Drive
New York 17, N.Y.—230 Park Ave.
Philadelphia 6, Pa.—816 Ledger Bidg.
#MEGILL, E. G. Co., 716 Atlantic Ave., Brooklyn 38
MENDES, J. Curry, Corp., Industrial Park, New Bedford,
Mass.

Mass.

\*\*MERGENTHALER Linotype Co., 29 Ryerson, Brooklyn 5
Soles Offices:

Atlanta, Ga.—300 Luckie St.
Boston, Mass.—5te. 844, Park Sq. Bldg.
Chicago, III.—531 Plymou'h Court
Cleveland, O.—2536 St. Cleir Ave.
Dallas, Tex.—1304 Dragon St.

New York, N.Y.—29 Ryerson St., Brooklyn, N.Y.
San Francisco, Calif.—155 Twelfth St.
Los Angeles, Calif.—1212 Albany St.
Canada—675 King St. W., Toronto, Ontario (Canadian Linotype Ltd.)
MID-States Gummed Paper Co., Div. Minnesota Mining & Mfg. Co., 6850 S. Harlem Ave., Bedford Park, Ill.
Branches:
Cincinneti, Ohio—4835 Para Dr.
Cleveland, Ohio—12200 Brookpark Rd.
St. Louis, Mo.—10725 Baur Blvd.
\*MIEHLE Co., Div. of MGD, Inc., 2011 Hastings St.,
Chicago 8
Branches:

Chicago 8

Branches:
Boston 10—140 Federal St.,
Los Angeles 15, Calif.—1222 Maple Ave.
New York 18, N.Y.—330 W. 42nd St.
Philodelphia 7, Pa.—1015 Chestmut St.
San Francisco 5, Calif.—582 Howard St.
MIDWEST Matrix Mart, 633 Plymouth Court, Chicago 5
\*MILLER Printing Machinery Co., 1117 Reedsdale St.,
Pirtsburgh 12

Atlanta—1409 Howell Mill Rd.

Boston 88—200 High St.
Chicago 6—Daily News Bldg.
New York—75 Varick St.
Philadelphia 7—Philadelphia Saving Fund
San Francisco 3—Russ Bldg.
Toronto, Ontorio, Canada—253 Spadina Rd.
MILLERS Falls Paper Co., Millers Falls, Mass.
MINERALS & Chemical Corp. of America, 7 Essex Turnpike. Menlo Park, N. J.

\*MINNESCOTA Mining & Mfg. Co., 900 Bush, St. Paul,
Minn.

So. San Francisco, Calif.—320 Shaw Road MOHAWK Paper Mills, Inc., 465 S. Saratoga St., Cohoes, N.Y.

N.Y.

Branches:

New York 7, N.Y.—261 Broadway

Philadelphie, Pa.—1522 Lincoln-Liberty Bldg.

MOHR Lino-Saw Co., 8015 N. Ridgeway, Skokie, Ill.

MONDMELT Co., Inc., 1611 Polk St., N.E., Minnespolis 13

MONTGOMERY Co., Box 309, Towanda, Pa.

MORELAND Corp., P.O. Box 1018, Willow Grove, Pa.

MORRISON Co., 125 W. Melvina, Milwaukee

MOSSTYPE Corp., 150 Franklin Tumpike, Waldwick, N. J.

MUELLER Color Plote Co., 2320 N. 114 St., Milwaukee

†NASHUA Corp., 44 Franklin St., Nashua, N. H.

NATIONAL Blank Book Co., Holyoke, Mass.

†NATIONAL Cash Register Co., Dayton, Ohio

NATIONAL Lead Co., (Blatchford) 111 Broadway, New

York 6 York 6 NEENAH Paper Co., Div. Kimberly-Clark Corp., Neenah,

Wis.

\*\*NEKOOSA-Edwards Paper Co., Port Edwards, Wis.

\*NELSON, C. B., Co., Div. Fastener Corp., 3700 River

\*Road, Franklin Park, III.

\*\*RNEW Era Mfg. Co., Hawtherne, N. J.

\*\*Branch:

Chicago—I N. LaSalle St.

\*\*NEW YORK & Pennsylvania Paper Co., 425 Park, New

York

York NOLAN Corp., 1333 E. Dominick St., Rome, N.Y. NOLAN Corp., 1333 E. Dominick St., Rome, N.Y. NORTH AMERICAN Products, P.O. Box 291, Jasper, Ind. NORTHERN Machine Works, 323 N. Fourth, Philadel-

NORTHERN States Envelope Co., 300 E. 4th, St. Paul,

phia 6
NORTHERN States Envelope Co., 300 E. 4th, St. Paul, Minn.
NORTHWEST Peper Co., Cloquet, Minn.
Sales Offices:
Chicago 6—20 N. Wacker Dr.
Minneapolis 2—Foshay Tower
St. Louis 3—Shell Building
New York 17—420 Lexington Ave.
\*NU ARC Co., Inc., 824 S. Western Ave., Chicago 12
Branch:
New York—215 Fourth Ave.
NYGREN-Dahly, 1422 Altgeld St., Chicago
\*OFFEN. B., & Co., 29 E. Madison St., Chicago
ORTMAN-McCain Co., 1330 W. Washington, Chicago
ORTMAN-McCain Co., 1300 M. Washington, Chicago
ORTMAN-McCain Co., 1300 Park Ave., New York 17
Chicago 1—Oxford Miami Paper Co., 35 E. Wacker Dr.
OXY-DRY Sprayer Corp., 1134 W. Montrose, Chicago
PAASCHE Airbrush Co., 1905 Diversey, Chicago 14
\*\*PACKER Mfg. Co., 1222 Volp Ave., Green Bay, Wis.
\*\*PAPER Manufacturers Co., 2300 S. Ashland Ave.,
Green Bay, Wis.
\*\*PAPER Manufacturers Co., 2300 Bustlston, Philadelphia
Branches:
Atlanto—2829 Boulevard Drive, S.E.
Chicago—510 N. Deorbern St.
Cleveland—317 Citizens Bidg.
Los Angeles—7337 Lindley St., Reseda, Calif.
New England—P.O. Box 523, Milford, Conn.
San Francisco—510 Bartery St.
\*\*PARSON Paper Co., Sargeant St., Holyoke, Mass.
PATERSON Paper Co., Sargeant St., Holyoke, Mass.

directory.

\*\*PITMAN, Harold M., Co., 51st & 33rd, Chicago 50
Branches:
Secaucus, N. J.—515 Secaucus Rd.
Cleveland 11—3501 W. 140th 5t.
POLYCHROME Corp., 2 Ashburten Ave., Yenkers 2, N.Y.
PORT HURON Sulphite & Paper Co., Port Huron, Mich.
PORTLAND Co., 38 Fore St., Portland, Me.

\*\*PRES-SURE-STIK Corp., 327 E. 29th St., New York 16

\*\*\*PRINTING Machinery Co., 436 Commercial, Cincinnati
Sales Office:
New York 10—23 E. 26th St.

PROCESS Camera & Equipment Co., 1153 W. Grand Ave., Chicago 22 , \*RAPID Roller Co., 2558 S. Federal St., Chicago 16 Newark 8—218 Elizabeth Ave.

RECORDAK Corp., Sub. Eastman Kodak Co., 415 Madison, New York 17

REDINGTON, F. B. Co., 3000 St. Charles, Bellwood, Ill.

REEVES Brothers, Inc., Vulcan Rubber Products Div., 1071 Ave. of the Americas, New York

RELIANCE Electric & Eng. Co., 1088 Ivanhoe, Cleveland Branches in 85 cities; consult phone book.

RHINELANDER Paper Co., Div. St. Regis Paper Co., Rhinelander, Wis.

\*\*RICHARDS, J. A. Co., 903 N. Pitcher St., Kalamazoo, Mich.

Mich.
RIEGEL Paper Corp., 260 Madison Ave., New York 17
RISING Paper Co., Housatonic, Mass.
\*ROBBINS, Sabin, Paper Co., 3800 Ludlow Ave., Cin-

cinnati 23 ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave.,

Branch:
New York—100 W. 42nd 5t.
ROGERS, Harry H. Co., 5331 S. Cicero Ave., Chicago 32
\*\*ROSBACK, F. P. Co., 5th & Parks Sts., Benton Harbor,

Mich.

\*\*ROYAL Zenith Corp., 180 Varick St., New York

\$1. REGIS Paper Co., Socony-Mobile Bldg., 42nd St. &
Lexington Ave., New York

\*\$CHRIBER Machinery Co., 4900 Webster, Dayton 4, O.

\*\$CHRIBER Press Co., 4850 Webster St., Dayton, Ohio

\*\*T. W. & C. B. SHERIDAN Co., 220 Church, New York

Chicage: Magnacraft Mfg. Co., 7739 S. Kedzie

\*\$SIEBOLD, J. H. & G. B., 150 Varick, New York 13

\*\$SIEDOLD, J. H. & G. B., 150 Varick, New York 13

\*\$SIMCO. Co., 970 Walnut St., Lansdale, Pa.

\$IMONDS Saw & Steel Co., 470 Main, Fitchburg, Mass.

Branches:

SIMONDS Saw & Steel Co., 470 Main, Fitchburg, Mass. Branches:
Chicago 18—3323 W. Addison St.
Shreveport, Le.—Hawn Ave. and Simonds Dr.
\$\frac{2}{2}\text{SINCLARR} & Valentine Co., 611 W. 129th, New York 27
Branches in principal cities; consult your phone book.
SLEIGHT & HELIMUTH, Inc., 900 S. Clinton St., Chicago 7
SORG Paper Co., 901 Manchester Ave., Middletown, Ohio
SOUTHWORTH Machine Co., 50 Warren, Portland, Me.
SPOT Carbon Products, 54 Lafayette St., New York
STANDARD Teg Co., 65 Duane St., New York
STANDARD Teg Co., 65 Duane St., New York
STANDARD Teg Co., 50 Land.
STAR Parts, Inc., 2 S. Mein St., S. Hackensack, N. J.
\$STAR Parts, Inc., 2 S. Mein St., S. Hackensack, N. J.
\$STARUKIL, 1220 W. 6th St., Cleveland
STAUDE, E. G., Div., 850 Ladd Ave., Walled Lake, Detroit, Mich.

troit, Mich.

\$5TOUT, Samuel C., Co., 343 S. Dearborn St., Chicago

STRATHMORE Paper Co., W. Springfield, Mass.

Branch:

New York—25 W. 43rd St.
STRONG Electric Corp., 7 City Park Ave., Toledo 2, Ohio
#SUN Chemical Corp. (See General Printing Ink)
#TELETYPESETTER Corp. (See Fairchild Camera & Instru

ment Corp.)
TILESTON & Hollingsworth Co., 211 Congress St., Boston
TIMKEN Roller Bearing Co., Industrial Div., Canton 6,
4TI-PI Co., 10th and Broadway, Kansas City, Mo.
TIRFING Printing Machinery, Inc., 400 Delancy, Newark

TIRFING Printing Machinery, Inc., 400 Delancy, New York 5, N. J.
THOMAS Collators, Inc., 50 Church St., New York 3; 633 Plymouth Ct., Chicage 5
TRIANGLE Ink & Color Co., 329 E. 29th, New York 17
\$\frac{1}{2}\text{TURNER Printing Machinery, Inc., 6510 Euclid, Cleveland

land
Branches:
Chicago 5—732 Sherman St.
Detroit 26—500 W. Congress
TYPE & Press of Illinois, 3312 N. Ravenswood, Chicago
UNION Bag-Camp Paper Corp., 233 Broadway, New

UNITED Machine Co., 5700 E. Belknep, Fort Worth, Tex. UNITED States Envelope Co., 21 Cypress, Springfield 2,

Mass. U.S. RADIUM Corp., Hanover & Horse Hill, Morristown,

UNITED States Rubber Co., 1230 Ave. of the Americas, New York 20

UNITED States Rubber Ce., 1230 Ave. of the Americas, New York 20
Renach:
Providence, R. I.—10 Eagle St.

\*UNIVERSAL Mono-Tabular Corp., 715 N. Central Expressway, Richardson, Tex.

\*VANDERCOOK & Sons, 3601 W. Touhy Ave., Chicago 45
Branches:
Les Angeles 5—3156 Wilshire Blvd.
New York. 1—205 W. 34th St.

\*VERNER, B. & Co., 1nc., 52 Duane St., New York 7
VIRKOTYPE Corp., 111 Rock Ave., Plainfield, N. J.

VULCAN Rubber Products Co., 1071 Ave. of Americas, New York

WALTON Laboratories, 1186 Grove St., Irvington, N. J.

\*WARREN, S. D., Co., 89 Broad St., Boston

\*WAUSAU Paper Mills Co., Brokuw, Wis.

\*WESSEL Mig. Co., 1141 N. Washington, Scranton, Pa.

\*WESTE Mig. Co., 1141 N. Washington, Scranton, Pa.

\*WESTE Mig. Co., 1141 N. Washington, Scranton, Pa.

\*WESTE Mig. Co., 124 W. 8th St., Cincinneti 3

\*WESTERN Paper Goods Ce., 1224 W. 8th St., Cincinneti 3

\*WESTERN Printing Machinery Co., 3519 Spaulding, Chicago

\*WESTON, Byron Co., Dalton, Mass.

Chicago

\*\*WESTON, Byron Co., Dalton, Mass.

\*\*WESTER Numbering Machine Co., Atlantic & Logan

Brooklyn
WHITING Paper Co., Holyoke, Mass.
WHITING-Plover Paper Co., Stevens Point, Wis.
\*WILSOLITE Carp., 1827 Niagara St., Buffalo 7
Bronch:
Hackensock, N. J.—52 Carolis St.

# **EQUIPMENT AND SUPPLY DEALERS**

ABRAMS, M. L., Co., 1841 Prospect Ave., Cleveland Allied Printing & Binding Machinery Co., 3771 Chester Ave., Cleveland 14 AMERICAN Graphic Arts Machinery Co., Inc., 132 Nassau St., New York 38

Branches in all principal cities.



\*AMERICAN Type Founders, 200 Elmora, Elizabeth B,

Branches in all principal cities.



AMSTERDAM Cont'l Types & Graphic Equip., Inc., 44 White Hall St., New York ARTCRAFTSMEN Ptg. Mchy., 85 Shefford St., Springfield 7 Mass

7, Mass.
ATLAS Ptg. Equip. Co., 270 Lafayette, New York 12
+AUTOMATIC Saw Co., 425 N. Senate Ave., Indianopolis
BARAGER, M. E., Co., 6523 20th N.E., Seattle 15
BARNHARD Co., 11 Governor St., Newark 2
BAUMGARDNER Sales & Service, 1909 Euclid, Cleveland
BENSON, N. C., Co., 712 S. Clark St., Chicago
BRIDGEPORT Engravers Supply Co., 30 Grand, Bridgenart. Conn.

port, Conn.
BRINTNALL, Harry W., Co., 430 Howard, San Francisco
CHICAGO Printers Machine Works, 609 W. Lake, Chi-CONTINENTAL Printing Equipment Co., 1402 N. Western

Ave., Chicago

Ave., Chicago

CRAFISMA Machinery Co., 75 W. Dedham, Boston 10

CRESCENT Printers Supply, 780 Montrose, Columbus, O.

DIETCH, Alan, Ptg. Equip., 1320 Ridge Rd., Rochester
21, N.Y.

DIXON, Loyal S., Co., 11164 Saticoy, Sun Valley. Calif.

DODSON Mfg. Co., 11164 Saticoy, Sun Valley, Calif.
DODSON Mfg. Co., 1195 Victory Dr., S.W., Atlanta 3
DORSEYS' Printers Supply Co., Inc., 125 Pontotoc, Mem-

phis, Tenn.
EASTERN Newspaper Supply Inc., 9603 Northern Blvd.,
Corona, N.Y.
ECONOMY Printers Products Co., 609 5. LaSalle, Chi-

cage 5
FALCO Corp., 29-05 120th St., Flushing 54, N.Y.
FOSTER Mfg. Co., 13th & Cherry, Philadelphia
FULLER Co., E. C., 28 Reade St., New York
GANE Brothers and Lane, Inc., 1355 W. Lake, Chicago 7
GLOBE Printer's Supply, Inc., 409 Washington St.,
Newark 2

GOLDMAN, M. D., Co., 532 Cooper, Camden, N. J. GRAPHIC Arts Equipment Co., 117 W. Harrison, Chi-

GRAPHIC Arts Equip and Supply Co., 501 Sansome, San

GREGGORY, Inc., 203 N. Wabash, Chicago 1 GRIFFITHS, John, Co., Inc., 415 Lexington, New York HALE, Frank D., 64 Tonnele Ave., Jersey City, N. J. HALL, Norman F., Co., 733 Santiago St., San Francisco HARTNETT, R. W., Co., 1025 Cherry St., Philadelphia HEUSLEIN, R. J., Co., 425 N. Senate Ave., Indianapolis 4 HOUSE of Hansen, Inc., 470 Atlantic Ave., Bosto INDUSTRIAL Machinery Rebuilders, Inc., 648-54 Race St.,

\*IPEC, Inc., 401 N. Leavitt St., Chicago

LETTERPRESS **OFFSET** 

BINDERY

TYPESETTING MISC



\*KELLER, Geo., Inc., 1228 Mt. Olivet Rd. N.E., Washington, D.C.

# George R. Koller

Incorporated

Suppliers to the

**GRAPHIC ARTS** Washington, D. C. Baltimore, Md. Charlotte, N. C.

KEMP. Wm. M., Co., 915 Bryant St., San Francisco LAVERY, Chas., 780 Montrose Ave., Columbus 9, Ohio LITHOGRAPHIC Equipment Corp., 500 Fifth, New York LOS ANGELES Type & Rule Co., 225½ E. Pico Blvd.,

Los Angeles
MARSHALL Son & Wheelock, Inc., 82 Lincoln, Boston 11
MASON-Moore-Tracy, Inc., 28 E. Fourth St., New York
MIDWEST Printers Supply, 1209 Sycamore St., Cincinnati
MISSOURI-Central Type Foundry, 705 E. Murdock, Wichi-

ta, Kan. NORMAN-Willets Graphic Supply Co., 316 W. Washington St., Chicago 6 NORTHERN Machine Works, 323-29 N. Fourth St., Phila-

ANDRITHMEST Type Foundry, 6504 Walker, Minneapolis 26 PALMER, E. C., & Co., 515 Lafayette, New Orleans PAYYER Printing Machine Works, 600 S. Broadway, St. Lanis 2

PAYNE, Ernest, Corp., 82 Beekman St., New York PELOUZE, H. L., & Sons Co., 107 Hillcrest Bldg., Rich-mond, Va.

mond, Va.
PERFECTION Type, Inc., Kellogg & Cedar, St. Paul 1, Minn.
PHILLIPS & Jacobs, Inc., 618-22 Race St., Philadelphia 6
†PITMAN, Harold M., Co., 515 Secaucus Rd., Secaucus,

PRINTCRAFT Representatives, 277 Broadway, New York PRINTERS Equipment Exchange, 35 Prouty Lane, Worcester 2, Mass.

PRINTERS Exchange, 624 S. Dearborn, Chicago 5
PRINTERS Machinery Corp., 410 S. Clinton St., Chicago PRINTING Industries Equipment, 135 W. 20th, New York 11

RATHBUN & Bird Co., 375 W. Broadway, New York 12 ROBERTS & Porter, Inc., 555 W. Adams St., Chicago ROBERTSON Bros., Inc., 117 Cedar Lane, Englewood, N.J. ROLL-O-Graphic Corp., 133 Prince St., New York 12 RUESCH Co., 649 N. 4th St., Milwaukee 11

RYAN, E. G., & Co., 153 W. Huron St., Chicago 5 ★SHERIDAN, T. W. & C.B., Co., 135 Lafayette, New York SHULMAN, Inc., Ben, 137 Gould St., Rochester, N.Y SOUTHERN Printing Machinery, Inc., 521 Marietta St., N.W., Atlanta 13 (Mfrs.)

SPERO, J., & Co., 549 W. Randolph St., Chicago 6 STANDARD Paper Bex Machine Co., Inc., 133 Bleecker St., New York 12

STEWART, Don, Co., 445 Clay St., San Francisco 11 STOKES & Smith Co., 5010 Summerdale Ave., Philadel-

STOUT, Samuel C., Co., 343 S. Dearborn St., Chicago THORNTON, Seth, & Son, 606 Broadway, Kansas City, Mo TOMPKINS Printing Equipment Co., 712 S. Clark, Chi-

TOMPKINS Printing Equipment Co., 1040 W. Grand Blvd., ★TURNER Printing Machinery, Inc., 6510 Euclid, Cleve-

★TYPE & Press of III., 3312 N. Ravenswood, Chicago 6 VAN DILLEN, Inc., 74 Beekman St., New York 7

WALKER, E. H., Supply Co., 140 Que St., N.E., Washington 2, D.C.

WESTERN Newspaper Union, 621 S. 15th, Omaha 1, Neb. ZIMMER Printers Supply Co., 72 Beekman St., New York 38—Branch, 9 Melcher St., Boston 10

Looking for Practical,

**Time-Saving Shortcuts?** 

IAPL lists plenty in every issue. See for yourself. Subscribe today.

Inland and American Printer and Lithographe 79 W. Monroe St. Chicago 3, III. of Ad

5

N. C.

., Phila-

polis 26 eans way, St. , Rich-

1, Minn. elphia 6 ecaucus, w York e, Wor-

Chicago h, New York 12 tago od, N.J. 12

w York N.Y

Bleecker 11 hiladel-

etta St.,

ity, Mo. k, Chi-

d Blvd., Cleveicago 6

ashing-

1, Neb. w York

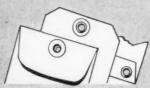
uts?

pher 3, III.

NTION

# **STRING & KNOT**

Punches holes, strings and knots cord on shipping and merchandise tags and booklets automatically up to 11,000 per hr. Bulletin 17B.



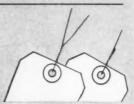
# **PATCH & EYELET**

Automatically attaches patch, punches hole, inserts eyelet in one operation at 6,000 per hr. Patches one or both sides in any location. Bulletin 19.



# STRING & LOOP

Strings and loops cord on square or rectangular shipping, merchandise and Christmas tags at 5,700 per hr. Bulletin 16.



# WIRE

Threads wire on shipping, merchandise or gang tags, single or double strand wire, at 5,000 per hr. Bulletin 18.



**ENGINEERS THE** 

**WORLD'S FASTEST** 

FINISHING MACHINES!

Graeber engineering skill lets you count on faster rates of production than any other finishing equipment. But speed is only part of the story. There's fully automatic performance, and simplicity of operation. You enjoy next-to-nothing maintenance costs for many years to come. And you're assured of turning out work exactly as your customers prescribe. If you're in the market for finishing equipment, your answer is Graeberthe most advanced in design and construction. For more detailed information, write on your letterhead for bulletins.

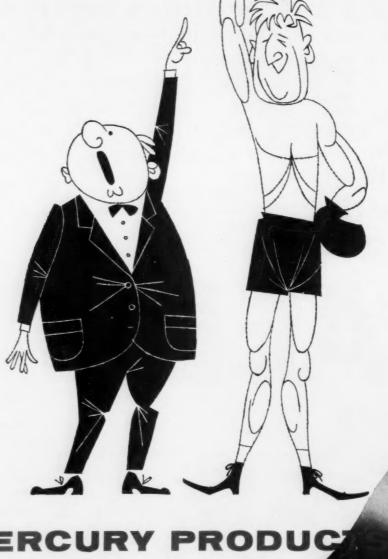
Stringing and Wiring Machine Company

Division of New Era Mfg. Co.,

Box #400, Dept. IP-12 Hawthorne, N. J. . Phone: HAwthorne 7-7000







# **MERCURY PRODU**

When you buy the finest rollers and blankets they last longer. That's one of many reasons why buying top quality Mercury products really pays. They have outstanding resistance to abrasion. Surface and plies will not absorb oils, hence will not swell.

# RAPID ROLLER COMPANY

MAIN OFFICE AND FACTORY: FEDERAL AT 26TH STREET . CHICAGO 16, ILLINOIS EASTERN SALES OFFICE AND WAREHOUSE: 218-224 ELIZABETH AVENUE . NEWARK 8, N. J.



POSED BY LOUIS NYE. APPEARING ON THE STEVE ALLEN SHOW, NBC-T

# How to beat the pants off competition (without losing your shirt)

You can quote lower...make more profit... and still maintain finest quality when you use Consolidated Enamel Printing Papers. That's because Consolidated Enamels save you as much as 20% compared to other fine letterpress enamel papers of equal quality.

You quote confidently, too, because no other enamel printing paper can touch Consolidated's past performance. Over 3 million tons have given sparkling results for leading printers.

QUOTE LOWER CONFIDENTLY...WITH

Contact your Consolidated Paper Merchant for free trial sheets. Compare performance, results, costs. Then you be the judge. Fair enough?

FINE QUALITY LETTERPRESS—Production Gloss, Modern Gloss, Flash Gloss

DOUBLE COATED OFFSET—Productolith, Consolith Gloss, Consolith Opaque

Available only through your Consolidated Paper Merchant



enamel printing papers

A COMPLETE LINE FOR OFFSET AND LETTERPRESS PRINTING Consolidated Water Power & Paper Co. - National Sales Offices: 135 S. La Sales St. - Chicago World's largest specialist in enamel printing papers



No matter what your shop prints, every job will profit from the Saber II's absolutely square cut. From pre-trimming to finishing operations, quality will be better, costs lower, customers

But see for yourself. Watch a demonstration of Saber accuracy, Saber speed and Saber safety. We predict you'll buy in the very near future.

more satisfied.

Want to see a man shift twice his weight in paper with one hand? Then ask about the Seybold air-film table.

# HARRIS-SEYBOLD

A division of Harris-Intertype Corporation 4526 East 71st Street, Cleveland 5, Ohio

> HARRIS INTERTYPE CORPORATION



# available to you at no cost

- Nekoosa-Edwards has a striking book printed with various art techniques on different colored offset papers showing how paper is made and including sample swatches.
- Lithographers circle this number. You will Z receive Minnesota Mining and Manufac-turing Co.'s booklet that details 3M's advanced lithographic products.

d

eut

ors. and

into die

-of-

nds

it is

job

are

ons, ners

n of We

with

ible.

D

- If you're looking for better proofing equipment, Vandercook & Sens will send you brochures on its line of test presses, proof presses, and its automatic register plate base.
- 4 For profitable letterpress printing get this handsome, clearly-illustrated book on the Miehle Vertical, showing its features, uses, and specifications.
- 5 Mead Papers has a brochure full of ex-cellent tips on increasing printing sales. Also a 20-page booklet on letterhead design plus sample letterheads.
- Royal Zenith Corp. has price lists, comparison sheets, and other literature on its models 23, 25, and 30 offset presses, reproduction camera, and step and repeat machine.
- 7 Let Counter and Control Corp. show you how to speed sheet counting and marking with automatic electric equipment detailed in this brochure. Send for it today.
- "The Linotype Line" is the title of a Mergenthaler Linetype Co. catalog, describing all machines available from Mergenthaler in-cluding the Linetypes and Linefilms.
- 9 Ansce has the answer to all your prayers.
  Two booklets, "3-color Printing with Ansce
  Graphic Arts Materials" and "Ansce Graphic Arts Handbook" can be yours.
- 10 Here's free information regarding fast, precise, multicolor printing on board, plastic, cellophane, or paper with a Champlain floxographic press.
- Outstanding point of purchase displays and handy labeling ideas are explained and illustrated in the booklet "101 Stik-Triks" available from Kleen-Stik Products.
- 1 2 "Built from the operator's standpoint," that's the full line of Challenge power and lever paper cutters. They're described in this handy new catalog.

- 13To see how electronics is revolutionizing the graphic arts, get Fairchild's booklet on its engraving and Teletypesetting units and other new equipment.
- Anyone with an interest in the graphic arts will be interested in Kimberly-Clark Corp.'s new publication explaining "Type and Its Relation to Paper."
- 15 Interested in better business papers? Send for the samples of the new Atlantic bond and Manifest bond from the Eastern Corp. Samples are printed in two colors to show quality.
- Miller is offering "A Portfolio of Profit-Makers," containing folders that give specifications of four letterpresses and the single-color SJ offset press.
- 1 7 Brandtjen & Kluge, Inc. are offering a folder on the C Series Kluge Automatic Platen Press. The folder was printed, perforated, and scored on this press.
- Per fast, accurate, economical work in your bindery find out about the 39-inch McCain automatic front cut trimmer. Dexter Co. will send specifications.
- 19 Here's a brachure packed with letterpress information. It details the Mergenthaler 22 high-speed, cylinder press in the 171/2x221/2inch size, giving all specifications.
- 20 Didde-Glaser will send you a colorful bro-chure on its Speed-Klect collators and a handy Speed-Klect collator time and cost calcu-lator to help solve gathering problems.

- 21 Kimberly-Clark Corp. has an attractive 48-page book, "The Fundamentals of Printing," that explains clearly, with many illustrations, the various graphic arts processes.
- Here's a folder from Sheridan Co., show 22 ing the benefits of its Accu-Speed gatherer for accurate, high-speed, economical bindery
- 23 Here's a chance to see the latest in web and extra units. Hantscho has a booklet and brochure on its web units.
- 24 find out about Cheshire, Inc.'s Medel C labeling machine that automatically ap-plies cut or individual labels at a rate up to 15,000 per hour. Brochure gives all details.
- 25 The Miehle Ce. has a comprehensive, full-Color brochure on the 25, 39, and 36 Miehle offset presses that describes the equip-
- 26 Marset, Inc., offers gold metallic ink sam-ples for layout and design use to match the exact color of the ink as it will appear when it is printed.
- 27 Anchor Chemical Co. has folders showing how its cleaners, lubricants, adhesives, static eliminators, and many other products can help you.
- 28 Publishers and publication printers out to Cut costs and boost production should see this ATF booklet on its Webendorfer web offset publication presses.
- 29 Fasson Products offers a folder of infor-29 mation to help you sell more self-adhesive printing. Sample jobs and swatches of papers, fails, and films are included.
- $30^{\rm Find}$  out how the Davidson Dual-A-Matic provides quality short-run reproduction automatically, with sit-down eperation and finger-tip controls.
- 3 1 A portfolio of samples, blank and printed, of Howard Paper Mills Maxopaque papers with a clever booklet in color is yours if you circle this number.
- 32 Solve your imprinting problems on the Multipress Medel FM or FS. Send for B. Verner & Co.'s folder giving complete descriptions and specifications of these two presses.
- 3 3 find out about Packer Manufacturing Co.'s fexographic presses, cut-off sheeters, discutters and other items. Get this series of informative ad reprints.
- 34An illustrated series of "Helpful Hints" Aabout gummed paper is free from the Paper Manufacturers Co. Circle this number to see what they say.

| 26 27          | 20 |    |    |    |    |    |    | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 2 |
|----------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|---|
|                | 40 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 5 |
| 51 52          | 53 | 54 | 55 | 56 | 57 | 58 | 59 | 60 | 61 | 62 | 63 | 64 | 65 | 66 | 67 | 68 | 69 | 70 | 71 | 72 | 73 | 74 | 7 |
| 76 77          | 78 |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |   |
| My Na<br>Compa |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |   |
| Street .       |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |   |

- 35 Offset printers and combination shops should be sure to see this illustrated book-let of specifications on the ATF Chief 126 single-color offset press.
- 36 "Static Can Be Funt" Simce Co. has a unique do it yourself static experiment kit and other literature explaining static and showing the Simco products to eliminate it.
- 37 Velopaque text may help solve your paper problems. See how Northwest Paper Co. used it to tell about their Brainerd Mill. Also get their samples of Mountie offset antique wove.
- 38 Send for Harris-Seybold's full-color plastic bound booklet describing the Seybold Saber II 41-, 47-, and 54-inch power paper cutters to increase bindery production.
- 39 Get Du Pont's eight-page, four-color booklet describing the Cronar line of flexible films for the graphic arts and showing the available sheet and roll sizes.
- 40 Now's the time to solve numbering problems with the new Wm. A. Force & Co. 1000 SFM Universal Rotary Numbering Head System. Send for 48-page handbook today.
- 41 If you use gummed paprs, you'll want Gummed Products Co.'s booklet describing Trojan 3D gummed papers and its sample book of white and colored gummed printing papers.
- 42 for typesetting the modern way be sure to get Intertype's brochure showing its hot metal and photographic typesetting machines, including mixers and quadders.
- 43 Don't miss this brochure by Hamilton Tool
  Co. showing its four-color litho press,
  colletor, spot carbonizers, and other modern
  bindery and pressroom equipment.
- 44 Ideal Roller & Manufacturing Co. will send its catalog of time and money saving equipment for use by typographers and offset and letterpress printers.
- 45 Lawson Co. is offering a new 16-page, two-color brochure telling all about the complete Pacemaker line of Lawson Hydraulic Clamp Cutters. It gives all details.
- 46 Wetter Numbering Machine Co. has a series of file sheets to show you how to simplify production on numbered forms. Send for them today.
- 47 William Gegenheimer Co. will send folders explaining how to speed press operation and save dollars with its patented Baldwin ink agitators, press washers, and water controls.

- 48 A booklet showing the historical importance of paper, "America on Paper," and one on papermaking, "A Mill, Its Men," are available from Wausau Paper Mills.
- 49 Send for Hamilton Manufacturing Co.'s catalog of lithographic equipment, showing vacuum printers, layout tables, developing sinks, and other offset items.
- 50 Chalmers Chemical Co. has free literature on its Phenoid Non-flammable and Phenoid Instantaneous type cleaners. Circle this number to get the data.
- 5 1 Union Bag-Camp Paper Corp. has sample books on its Williamsburg offset paper; Franklin amber and white tag; and vellum bristol, index, and postcard stocks.
- 52 Riegel offers a series of four new Carolina sample books demonstrating the company's white tag, white index, manila tag, and vellum bristol stock.
- 53 If you are in the market for a slot perforator circle this number and get a bulletin on the Rosback "Jet 20" automatic slot perforator.
- 54 Robertson Photo-Mechanix, Inc. has a brochure illustrating its heavy-duty Comet camera and showing both the basic and optional features available with the Comet.
- 55 Brown-Bridge Mills has a swatch book of white and colored gummed label paper, a gummed paper idea book, and a large portfolio of gummed paper printed samples.
- Two folders for letterpress specialists, one on 3M Makeready and the other on "Spherekote" products, are available from Minnesota Mining and Manufacturing Co.
- 57 Get these two sample-swatch booklets, one showing metallic papers with printed samples, the other showing Davac label papers. They are free from Nashua Corp.
- 58 a three-color broadside on its line of TrimOsaws, full of information for typesetters, letterpress printers, and photoengravers.
- 59 In case your arc lamps aren't helding up as well as they should be, send in today for Strong Electric Corp.'s brochure describing their full line of lighting equipment in detail.
- 60 If collating time is a costly item for you, circle this number for information on mechanical and electric powered collators from Thomas Collator Industries, Inc.

- 61 Stay modern. Get this handy size, 22-page "Quick Reference Catalog" of nuArc Products, including printing frames, arc lamps, light tables, and many other items.
- 62 Important news for the camera department is contained in Chemco Photoproducts Co.'s folders on its roll film cameras, the Olympian and the Marathon.
- 63 lets packed with information regarding feed roll register and multiroll inking. A must for offset printers.
- 64 Chandler & Price is offering all the details on 14½x22 automatic regular and heavy-duty presses. Circle this number on the coupon, and you will get C&P's eight-page folder.
- 65 The J. E. Doyle Co. has a large booklet of specification sheets and reprints from trade publications concerning its sheet cleaners. Send for it today.
- 66 Write for portfolio giving full information on the Macey saddle gatherer. Besides specifications, you'll see what owners of the unit think of it.
- 67 American Writing Paper Corp. has a portfolio of "Thought Starters" showing samples of printing done on Eagle-A Quality text and cover paper.
- 68 A buyer's aid for business forms printers, a slide-chart calculator to show the carbon footage needed for any job, is available from Frye Manufacturing Co.
- 69 "Kodak Materials for the Graphic Arts," a catalog loaded with colorful illustrations, and a folder on the new Ektalith duplicating method are free from Eastman Kodak.
- 70 "Colorful and Unusual Laminated Papers" are described in a striking brochure put out by Hampden Glazed Paper and Card Co. Send for it today.
- 7 Up-to-date offset printers can help themselves by sending for Polychrome Corp.'s catalog of job designed plates, inks, and other offset supplies.
- 72 Get American Type Founders bulletin on the Chief 238, 250, and 255 two-color offset presses with preregister systems designed to produce first class work at top speeds.
- 73 Finch, Pruyn & Co. will help with your paper problems by sending swatch booklets, one of bond, duplicator and mimeo-bond, one of offset papers.
- 74 Send for Western Printing Machinery Co.'s four-page brochure on their honeycomb cylinder. It can save hundreds of dollars in plate costs on your rotary letterpress jobs.
- 75 Fletcher Paper Co.'s color brochure printed on Flecopake is proof of Flecopake printing quality. It has tipped-in swatches of 40°, 50°, and 60° Flecopake weights.
- 76 Colwell Litho Products, Inc. has folders on its magnetic packing gauge, contact printing lamp, stripping and opaquing tables, and plate and negative filing cabinets.
- Dexter Co. has a brochure with clear, detailed specification sheets on their entire line of Cleveland folders. They'll send it to you upon request.
- 78 Here's a Magplate folder that describes how engravings can be transferred to precision magnesium saddles for "Direct Newspaper Color or Black on White Printing."

AFFIX STAMP HERE

The Inland and American
Printer and Lithographer

79 West Monroe Street Chicago 3, Illinois



# 50% MORE FORM ROLLER AREA ON THE MIEHLE 25 OFFSET

With 50% more form roller area, the Miehle 25 is unmatched in its size for inking coverage and smooth, even distribution...factors which naturally mean finest quality.

Large form rollers of different diameters give the flexibility to run just about anything on the 25... heavy coverage forms...full 19 x 25" solids. No matter what the job you're always sure of consistent color fidelity.

And see how easy it is to maintain quality control.

Inking and dampening roller adjustments are outside the press...can be set while running. No valuable production time is lost.

See the 25 Offset perform. See its many "big press" quality features...pull-type side guides, true rolling cylinders, swing gripper sheet transfer, and many more. See for yourself why so many printers are installing the Miehle 25 to do a wider range of work.

Call or write for complete information today!

# THE MIEHLE COMPANY

A DIVISION OF MIEHLE-GOSS-DEXTER, INC CHICAGO 8, ILLINOIS



Investigate all three Miehle Job Offset Presses: The 25...191/4 x 25"-7500/hr./The 29...23 x 29"-7000/hr./The 36...23 x 36"-6500/hr.

# Wallsall Pallsall

WAUSAU PAPER MILLS COMPANY

General Offices and Mills at Brokaw, Wisconsin

DISTRICT SALES OFFICES

Atlanta Chicago Cleveland Los Angeles New York City MADE WITH EXTRA CARE

BOND

MIMEO

DUPLICATOR

INDEX

LEDGER

OFFSET

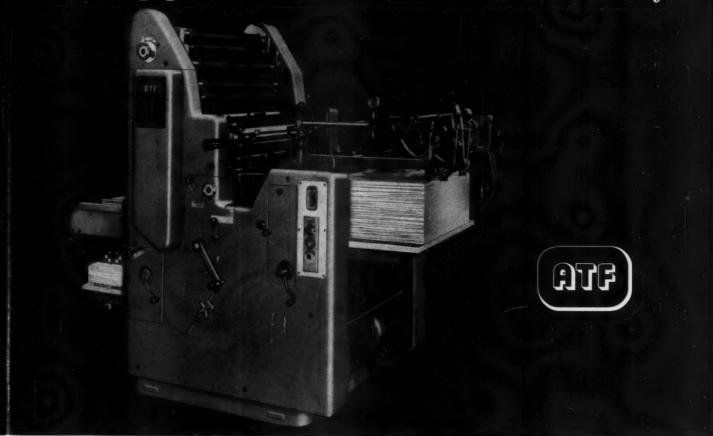
TEXT

**ENVELOPES** 

SPECIALTIES

# the ATF Chief 24

turns out popular commercial sizes...fast, economically



# Big Producer

# of printing and profits!

You'll be delighted with the huge quantities of quality work this busy Chief can produce...in sheet sizes most in demand:  $8\frac{1}{2} \times 11^n$  four-up with full bleed and room to spare;  $9 \times 12^n$  four-up; and  $6 \times 9^n$  eight-up. And the Chief 24 requires less floor space than any other press handling  $9 \times 12^n$  jobs four-up.

A favorite with printing plant owners and pressmen, the ATF Chief 24 has many features that make printing easier, faster and more profitable.

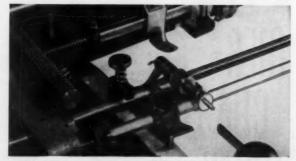
The fast plate clamp reduces your changeover time to the very minimum. A quarter turn of three clamps is all that is needed to engage or disengage the plate edge.

Helical gears, plus full bearers, promote smooth, quiet operation...and help maintain better register by eliminating "play."

As for the inking system, there just isn't a finer one on any offset press! Nineteen ink rollers (plus the fountain roller) give you superior coverage on even the most critical jobs, including those with large areas.

The Solna Variator gives you stepless speed control from 2500 to 6000 impressions per hour...lets you select the exact running speed most suitable for each job.

For complete information about *all* operating features and full specifications, send for the new booklet on the ATF Chief 24.



PULL SIDE GUIDES let you make register adjustments while the press is running. Two sheet detectors, close to the headstops, check the sheet ½" from the gripper edge. A crooked or late sheet, or any imperfection deeper than ½" will automatically trip the press. Yet the imperfect sheet will be delivered, unprinted and uncounted, to the delivery pile for removal.



# **American Type Founders**

200 Elmora Avenue, Elizabeth, New Jersey

ATF Type Faces used in this advertisement: Headlines, Craw Clarendon. Body Copy, Century Expanded with Italic



# FLAT-AS-A-PANCAKE **GUMMED PAPERS**

...the most versatile gummed papers you can buy

ABILENE, TEX. Southwestern Paper Co. 242 Walnut St.

AKRON, OHIO Cleveland Paper Co. 521 Metropolitan Bldg.

ALBANY, N. Y. W. H. Smith Paper Corp. 46 Dongan Ave.

ALLENTOWN, PA. G. A. Rinn Paper Co., Inc. 1101 N. Plymouth St.

ATLANTA, GA.
Whitaker Paper Co.
641 Whitehall St., S. W.
Wyant & Sons Paper Co.
210 Walker St., S. W.

BALTIMORE. MD.
Baltimore-Warner Co.
104 E. Lombard St.
Barton, Duer & Koch
415 E. Lombard St.
Bradley Reese Co., Inc.
433 Guilford Ave.

BIRMINGHAM, ALA. hitaker Paper Co. 1809 First Ave. N.

BOSTON, MASS. Bradford Paper Co. 727 Atlantic Ave.

BRIDGEPORT, CONN. Equity Paper Co. 640 Knowlton St.

BUFFALO, N. Y. Franklin-Cowan Paper Co. 210 Ellicott St. Gebhard Paper Co., Inc. 500 Carlton St.

BUTTE, MONT. Ward-Thompson Paper Co. 820 Utah Ave.

CANTON, OHIO derrington Paper Co. 4880 Hills & Dales Rd., N.W.

CEDAR RAPIDS, IOWA Evans Paper Co. 1110 G Ave., N.E.

CHARLOTTE, N. C. Caskie Paper Co., Inc. 308 E. 4th St. Virginia Paper Co., Inc. 416 W. Third St.

CHATTANOOGA, TENN. Bond-Sanders Paper Co. 1218 Carter St.

CHICAGO, ILL. Forest Paper Co. 1040 W. Adams St. Marquette Paper Co. 333 W. Lake St.

CINCINNATI, OHIO The Whitaker Paper Co. Sixth & Lock Sts.

CLEVELAND, OHIO
Brewer-Chilcote Paper Co.
1231 Main Ave.
Cleveland Paper Co.
1640 Superior Ave.

COLUMBUS, OHIO Sterling Paper Co 560 S. Front St.

E. C. Palmer & Co. 2201 Laws St. DAYTON, OHIO
Central Ohio Paper Co.
201 E. Sixth St.
The Jack Walkup Paper Co.
401 Hartford St. DENVER, COLO. Graham Paper Co. 707 Alcott St.

DES MOINES, IOWA estern Newspaper 108 W. Seventh St Union

DETROIT, MICH.
Chope-Stevens Paper Co.
240 Chene St.
Standard Paper Co.
2607 Fourteenth St.

DUBUQUE, IOWA Weber Paper Co. 136 Main St.

FARGO, N. D. Western Newspaper Union 402 Fourth Ave., N.

FLINT, MICH. Beecher, Peck & Lewis 2211 Lapeer Rd.

FORT WAYNE, IND. The Millcraft Paper Co. 1001 Wells St.

FORT WORTH, TEX.
Southwestern Paper Co.
T&P Terminal Warehouse

GRAND RAPIDS, MICH. Grand Rapids Paper Co. Ionia Ave. & Logan

GREEN BAY, WIS.
Steen-Macek Paper Co.
411 N. Washington St. HOUSTON, TEXAS E. C. Palmer & Co. 802 Walnut St.

INDIANAPOLIS, IND. Central Ohio Paper Co. 530 E. Ohio St. Century Paper Co. 207 S. Meridian St.

KALAMAZOO, MICH.
Bermingham & Prosser Co.
508 E. Frank St.

Wyco Paper Co. Wyco Paper Co. 511 N. 6th St.

KANSAS CITY, MO. Weber Paper Co. 1200 Union Ave. Wertgame Paper Co. 2015 Grand

KNOXVILLE, TENN. Southern Paper Co., Inc. 1907 Grand Ave.

LANSING, MICH. The Dudley Paper Co. 740 E. Shiawassee St.

Western Newspaper Union 22nd & Y Sts. LITTLE ROCK, ARK.

Western Newspaper Union Second & Commerce Sts. LOS ANGELES, CAL.

American Paper Co. 1149 S. Los Angeles St. California Paper Prod. Co. 1028 N. Alameda

LOUISVILLE, KY. emier Paper (

LYNCHBURG, VA. Caskie Paper Co. 33-37 Cabell St.

MEMPHIS, TENN. Western Newspaper Union 395 S. Front St.

MENASHA, WIS. Yankee Paper & Specialty Co.

MILWAUKEE, WIS. Oshkosh Paper Co. 106 N. Broadway

Sensenbrenner Paper Co. 126 N. Jefferson St. Yankee Paper & Specialty Co. 118 N. Jefferson

MINNEAPOLIS, MINN. C. J. Duffey Paper Co. 528 Washington Ave. N.

NASHVILLE, TENNESSEE ond-Sanders Paper Co. Sidco Drive & Fontana Ave.

NEW ORLEANS, LA.
A to Z Paper Co.
630 So. Front St.
E. C. Palmer & Co., Ltd.
523 Lafayette St.

NEWARK, N. J.
Merling Paper Co.
270 Jelliff Ave.
National Paper Co. of N. J.
30 Hill St.

30 Hill St.

NEW YORK, N. Y.
Berman Paper Company
207 E. 119th St.
Bloch Brothers Paper Co.
111-119 West 19th St.
Capital Paper Co., Inc.
106 7th Ave.
David L. Engel
9 Bond St.
Ris Paper Co., Inc.
531 West 25th St.
Sarle Co., Inc., John F.
50 Hudson St.
Schlosser Paper Corp.
330 Hudson
OKLAHOMA CITY, OKLA

OKLAHOMA CITY, OKLA. estern Newspaper Union Second & Harvey Sts.

OMAHA, NEBRASKA Western Newspaper 621 S. 15th St.

OSHKOSH, WIS. Oshkosh Paper Co. 58 Algoma Blvd. PHILADELPHIA, PA.

Clinton Envelope & Paper Co.
N. W. Cor. 10th & Lombard Rhodes Paper Co.
2400 Walnut St.
Schuylkill Paper Co.
116 South 7th St.
Schwartz & Co.
303 Vine St.

PITTSBURGH, PA.
The Whitaker Paper Co.
1005 Beaver Ave. N. S.

PORTLAND, OREGON Fraser Paper Co. 25 N. W. Front Ave.

PROVIDENCE, R. I. Providence Paper Co. 160 Dorrance St.

RICHMOND, VA.
Richmond Paper Co., Inc.
2109 Loumor

ROCHESTER, N. Y. Genesee Valley Paper Co., Inc. 1175 Main St., East

ROCK ISLAND, ILL. C. J. Duffey Paper Co. 301 Second St.

ST. LOUIS, MO. Central States Paper & Bag Co. Co. S221 Natural Bridge Pioneer Paper Co. 2311 Chestnut St.

ST. PAUL, MINN. C. J. Duffey Paper Co. 929 University Ave.

SALT LAKE CITY, UTAH Western Newspaper 126 Pierpont Ave.

SAN ANTONIO, TEX.
A. C. Ross & Son Paper Co.
406 Dolorosa Street

SAN FRANCISCO, CAL. Wilson-Rich Paper 60 Federal St.

SEATTLE, WASH. Kaplan Paper Co. 3rd & Washington Sts.

SIOUX CITY, IA. Western Newspaper Union 5th & Virginia St.

SIOUX FALLS, S. DAK. Western Newspaper Union 1503 S. Main St.

SPOKANE, WASH. Independent Paper Co. 921 W. Broadway

SPRINGFIELD, MO. Wertgame Paper Co. 1743 E. Trafficway

SYRACUSE, N. Y. A. Campensa & Co. 507 E. Washington St.

TERRE HAUTE, IND. Mid-States Paper Co., Inc. 517 N. 13th St.

TOLEDO, OHIO Cannon Paper Co. 395 Phillips Ave.

TULSA, OKLA. Western Newspaper Union 601 E. 4th St.

WASHINGTON, D. C. Andrews Paper Co. 804 First St., S. E. John Floyd Paper Co. 2851 V St., N. E.

WATERLOO, IOWA lowa Paper Co. 909 Sycamore St.

WICHITA, KANSAS Southwest Paper Co. 140 N. Mosley St.

YOUNGSTOWN, OHIO Cleveland Paper Co. 340 Ohio Edison Bldg.

CANADA EDMONTON, ALTA.

Clark Papers Ltd. 10262 107th St. MONTREAL, QUE. T. B. Little Papers, Ltd. P. O. Box 979

REGINA, SASK. Clark Papers Ltd. 1166 Broad St.

SASKATOON, SASK. Clark Papers Ltd. 12-23rd St. East

TORONTO, ONT. Whyte-Hooke Papers. Ltd. 112 Evans Ave., Etobicoke

WINNIPEG, MAN. Clark Papers Ltd. P. O. Box 339

HAWAII

HONOLULU aper Hawaii, Ltd. 177 South King St.

FOREIGN AGENT Sharp Export, Ltd. P. O. Box 538 Lynbrook, N. Y.

\*New distributors are added from time to time. If you do not find one in your locality listed here, write us for cur-rent information.

7/59

The BROWN-BRIDGE Mills, Inc., Troy, Ohio

**Booklets** Labels Inserts Catalogs Circulars **Forms Tags Tablets** Trim them all, up to

# 3 Times Faster

Nothing trims or cuts as wide a range of work so fast...or so economically! In-line production, mechanical spacing and rugged construction are just some of the reasons why.

Dexter's Brackett Trimmer is up to 3 times faster than conventional cutters or trimmers. Production moves smoothly and accurately right through the Brackett. The built-in 9½ foot conveyor belt enables you to bundle, pack and ship right from the machine.

Easy-to-set cutting signals on the spacer shaft combine with the powered sliding gauge to position the work with precision register. Spacer shafts are removable...can be filed away with signals in place to save time on repeat jobs.

The fast, accurate, versatile Brackett Trimmer features selective hydraulic clamping, two-hand safety operation and simplified knife changing.

WRITE FOR FULL DETAILS TODAY

THE DEXTER COMPANY A DIVISION OF MIEHLE GOSS DEXTER, INC.

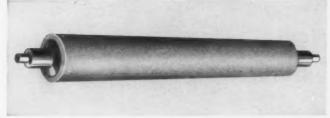
Chicago 8, Illinois





# .. ROLLERS give you the BEST

for LESS



- DIMENSIONAL STABILITY
- · NON-POROUS
- LESS INK CONSUMPTION
- NON-DETERIORATING
- LONGER PRESS LIFE
- NON-SWELLING
- PERFECT RESILIENCY
- EASIER CLEANING
- BETTER INKING DISTRIBUTION

Perma-Flex Printing Rollers not only give you better printing by their softness, but they also give greater ink distribution in transfer, reduces roller bounce on plates, they stand up longer, and are non-melting, non-swelling.

The soft flexible covering on Perma-Flex Rollers is very tough. These rollers give you better production than other rollers under heavy punishment.

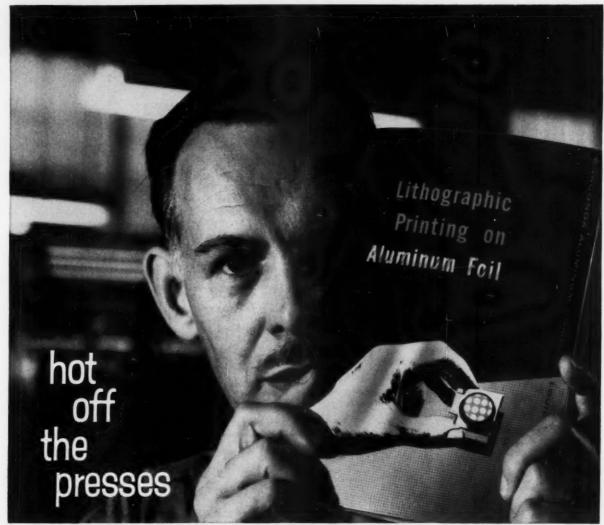
Perma-Flex Rollers are unaffected by heat, cold or heavy humidity. They are easier on wash-up and are non-porous. They keep their tack even after long runs and many wash-ups. They remain perfectly uniform after constant use.

'OVER 75 YEARS OF SERVICE'



EVERYTHING FOR THE LITHOGRAPHER . MANUFACTURERS OF PRINTING, LITHOGRAPHIC INKS AND SUPPLIES





# from Anaconda Aluminum

Here are facts that can help you cut production costs, boost profits on foil work.

Packed into this new brochure from Anaconda Aluminum, you'll find the kind of information you need to get maximum profit from the rapidly growing field of lithography on foil. You'll find plain talk that will help you every step of the way on your next foil job—from specifying stock to racking finished work.

When you buy foil for packaging or printing, remember...

Every industry has one member who specializes in customer satisfaction



Get your copy right away!

- getting the most out of foil stock preparation
- pre-run handling of stock
- running foil work
- drying and racking of finished work
- news of the latest developments in inks, coatings and foil preparation techniques

# CLIP AND MAIL TODAY!

|            | num Company, Dept. PL-12<br>Street, Louisville 10, Kentucky   |
|------------|---|
| Gentlemen: |   |
|            | e my free copy of your new brochure<br>ing on Aluminum Foil". |
|            |   |
|            | Title   |
| Name       | Title   |
| Name       | Title   |

ANACONDA ALUMINUM COMPANY . GENERAL OFFICES, LOUISVILLE, KENTUCKY

# SUPPLIES **FOR THE PRINTER**

# by WILSOLITE

Goodyear "HI-FI Blankets" for the offset industry. Red, Black, Grey and Green. Available from stock; rolls and cut "blankets" for all size presses. Goodyear related products.

Wilsolite Matrix Materials . . . to produce Thermosetting molds. Natural rubber, synthetic rubber. Engraving rubber and cured plate backings.

Write for full information and samples.







# WESEL SCARFING MACHINE

The Wesel Scarling Machine is precision equipment designed

Operation

The Westel Scarning Machine is precision equipment designed to meet the suscring requirements of undercutting for Tension Lockup. This unit is automatic in operation, can be easily and quickly adjusted to handle any size curvature of plate, any pattern of undercutting on plates up to 27 inches long. Inserted carbide cutting head is standard equipment permitting accurate and finished cutting of lead backed destablished. Instituted the standard and plate th electrotypes, leminated plates, aluminum, plastics or magne-sium materials.

\* Carbide Cutter

MANUFACTURERS TO THE GRAPHIC ARTS INDUSTRY

\* Quick Saddle



Write for descriptive literature tada;

WESEL MANUFACTURING SCRANTON, PA

1141 N. WASHINGTON AVENUE

# 1880

# Automatic SHEET COUNTING MARKING MACHINE

fast . . . accurate ... low-cost!

Compact, portable unit counts and marks sheets from presses, sheeters, die-cutters, etc. - fast as machines can deliver.

- · Easily adjusted for any desired marking interval and variations in sheet sizes.
- Inserts colored markers, for uniform separations of lots or "lifts," at selected count - to end handcounting costs, time, errors.
- · Count readily corrected for spoiled



A special problem requiring design of new equipment? Call for our research and development service at the planning stage.

WRITE FOR BULLETIN 401-A

# COUNTER & CONTROL CORPORATION

4505 West Brown Deer Road . Milwaukee 18, Wisconsin

# "ALWAYS THE BEST"-BY COWAN **Pressroom Aids for Better Production**



COWAN BALL BEARING PERFORATORS give clean, ink-free perforations; perforating discs, in six different sizes, scoring and slit-

ting discs in stock. For cylinder, small offset and envelope presses.



COWAN SLITTERS take from 13# folio to 150# Kraft stock. Accurate slitting at right angle to the grippers. Slit, perforate, score, print - all in one operation.



COWAN PERFORATING GRIPPERS give 100% perforation while printing on C&P and Kluge platens. Per-

forating blades in six different sizes and scoring blades in stock.



MORGAN EXPANSION ROLLER TRUCKS let rollers roll - not slide; last longer; produces even impressions; eliminates wear on tracks; reduces noise. For C&P, Kluge and 10x15 Heidelberg platens.

**Cowan Pressroom Products** are available at your favorite printing supply house-or direct from us.

SERVING THE PRINTING TRADE SINCE 1915 PRESSROOM PRODUCTS, inc. 1651 COSMO, HOLLYWOOD 28, CALIF

USERS SAY IT PAYS FOR ITSELF...

# LED H ONTROL

with low-cost WATER OF HUMIDIFIERS



Bahnson's Fully Guaranteed Units Give Extra Production Savings by Reducing Static, Register Problems, Dimensional Changes in Stock.

- Low first cost low operating costs
   Automatic controls
   Quickly installed from ceilings or on walls
   14 units in various sizes and capacities for your needs,
- any size area.



Detailed information with answers to humidity problems in printing . . . tells you how to cut waste, insure quality. Just clip coupon to letterhead and mail today!



NAME\_

THE BAHNSON COMPANY WINSTON-SALEM, N. C.

IP-3

TYPE BA

# AIVIS

TRADE NAME OF THE WORLD'S MOST PERFECT CHASE



Regular Chase



Quadruple Chase



**Publication Chase** 



Miehle Vertical Chase

For over half a century leading mechanical men of the graphic arts industry have chosen Amsca Chases for their cylinder . . . job . . . duplex . . . stereotype and electrotype work because, they know when a chase is marked AMERICAN STEEL CHASE CO. It's dependable and the best and most economical

From design board to finished product, master craftsmen with long years of experience supervise and inspect every Amsco Chase building operation. Special analysis steel is carefully checked to make sure that the chemical and physical characteristics of the basic metal measure up to the high standards of quality for which Amsco Chases are noted.

Electrically welded, smoothly ground joints give added strength and rigidity to the one piece unit frame to compensate for the stresses and strains chases must always endure.

Amsco Chases are square and true. They are the perfection of accuracy because each one is manufactured from a pattern, template or blue print and all carry written life-time guarantees.

Amsco is the house of the "complete chase line", for newspapers, commercial printers, stereotypers, and electrotypers. Standards or specials can be sup-

Metals include: Steel, Aluminum and Cast Iron according to service requirement.

THE AMSCO STORY IS AVAILABLE FROM OVER 300 STRATEGICALLY LOCATED DEALERS OR WRITE DIRECT FOR CATALOG.

AMERICAN STEEL CHASE COMPANY

31-31 FORTY-EIGHTH AVENUE

LONG ISLAND CITY 1, N. Y



- · Dries FAST.
- · Great for hard-caked ink.
- · Harmless to metal, wood, fabric or hands.
- · No unpleasant odor.
- · In non-flammable and regular form.

Order from your supplier.

Write for folder.

CHALMERS CHEMICAL CO. 123 Chestnut Street Newark 5, N. J.



# PIONEER PAPER DRILLS

The Outstanding Value Of The Industry



Holes for post and ring binder forms, 14 sizes from 1/8" to 1/2", with centers as close as 3/8". Table 32" x 18" with black plastic surface. Gages are aluminum. Job set-up is the easiest and most accurate in the industry, with quick-change fixed gage rods available for repeating jobs. Cornering, slotting and slitting.

BENCH MODEL - \$211.00 FOOT-FEED MODEL - \$286.00

# PLASTIC FILM DRILLS

Now Plastic Film Can Be Drilled Like Paper In Full Packages

Our paper drilling machines above, when equipped with these special drills will handle the non-heat-sealing varieties. The more sensitive heat sealing films require different treatment, for which we have a drilling machine of the proper characteristics. Printers, packagers, and converters are invited to send in a trial lift of their material for test drilling.

# PIONEER JUMBO DRILLERS

For Display and Label Work

Here are the first lever-operated drillers for holes from 1 inch to 2 inches in diameter. The operation is easy due to the design of the hollow drills. These drills don't need hydraulic power. The sliding table will handle sheets 15" x 30", in lifts an inch thick. Output of gallon paint labels (2 holes) is 10,000 to 20,000 per hour. Prices, complete and ready to run, \$800.00 to \$1,000.00.



# PIONEER ROUTERS

One for the Press Bed



Discard the chisel and hand -here's a router for the locked-up form. Can't harm the printing surface because it rides on a sub-frame. Excellent visibility, control, and speed. Another Pioneer first. \$90.00. **Routs and Planes** on the Bench



This three-legged little hustler is standard equipment with weekly papers from coast to coast. Here's a lot performance for very little money. Workholders for type-high and unmount-ed plates. \$78.00 complete.

Detailed information on any of the above is available on request.

# PIONEER - TOLEDO CORPORATION 1110 Nebraska Avenue

Toledo 7, Ohio

SAW TRIMMERS . ROUTERS AND PLANERS .

PAPER DRILLS PAPER CUTTERS

# RICHARDS' ROUTERS

FOR ROTARY PRESSES

**PRINTERS** 



Radial Tubular Semi-Curves ROUTERS

MODEL M2B CURVE PLATE ILLSTD

# J. A. RICHARDS CO.

Send for Information and Folder 903 N. PITCHER ST.

KALAMAZOO, MICH.





Printing

Toggle Base

Reduce lockup and makeready time to the minimum. PMC Toggle Base and Hooks assure fast, accurate plate positioning . . . eliminate downtime because of rocking cuts and work-ups ... cut operating costs ... and improve quality, for plates are held in exact registered position throughout longest runs

Base available in magnesium or semi-steel.

For finest quality . . . for big savings in time and costs . . . investigate PMC precision products.

THE PRINTING MACHINERY CO. 436 Commercial Square, Cincinnati 2, Ohio

# **New Sizes**

 $36 \times 48$  $20 \times 26$ 

# BAUMFOLDER GOLDMINES

36 x 48 ... DOUBLE SIXTEEN

14 Folding Sections

ONLY \$485 Initial . . . \$335 Monthly

 $20 \times 26 \dots$  THREE RIGHT ANGLE 16 page

10 Folding Sections

ONLY \$253 Initial . . . \$83 Monthly

Do Phone Me Personally (Collect) LO 8-4470-71-72

RUSSELL ERNEST BAUM, Inc.

1540 Wood Street

Philadelphia 2, Pa.

# W DISPLAY W

Has a variety of meanings to many people. It may be symbolical of architecture, fashion or possibly some mechanical device.

But, to the printer it means the best possible use of type faces for design and legibility. His aim is to attract attention to the printed material he is creating. To do this he must have suitable type faces at his command. His customer's approval is the ultimate result he is striving for.

At Baltotype, we have in stock over 180 assorted type faces, one of which will help solve the problem of display. All type is available in fonts and sorts.

15-17 South

baltotype

Frederick Street

Baltimore 2, Md.



Now you can go after that metallic print order in offset or letterpress and be assured of repeat orders.

# Covers in just 1 impression!

• Greater adhesion on most surfaces! • Covers in just one impression on most surfaces • Labor saving... • Run it on the press all day without washing up! • Get added mileage! • Developed by JOHNSON & BLOY, English manufacturers, specializing in quality metallic inks for over half a century.

# Now especially made for either offset or letterpress printing.

\*Gold ink is supplied in paste form with a specially developed varnish as the additive. \*Sole U.S. distributor Marset, Inc., N. Y. 1, N. Y.

|                       | ORDER TODAY  | 1                                  |
|-----------------------|--|------------------------------------|
| MARSET, INC.          |  | Dept. No. IP 129                   |
| 1186-1192 Broadway    | , New York 1, N.Y.                                   | MUrray Hill 3-6670                 |
|                       | ! Send me<br>Send Free 2 oz. Sar<br>☐ Check enclosed | pound kit (s) nple and Literature. |
| Please check: To be u | sed for 🗆 OFFSET 🗀 L                                 | ETTERPRESS                         |
| Name                  |  |                                    |
| Address               |  |                                    |
| City                  |  | State                              |

---- MONEY BACK GUARANTEE .---

The Inland and American

# PRINTER and LITHOGRAPHER

# classified buyers' guide

RATES: Ordinary classified, \$1.50 a line per insertion (figure 38 characters per line); minimum \$4.50. Used monthly, \$45 a year for 3 lines; \$15 for each additional line. Situation wanted, \$1.15 a line, minimum \$3.45.

Display classified sold by column inch with discounts for larger space and three or more insertions. Sample rates: One inch used one time, \$27, used 12 times, \$22 per insertion. Two or four inches used one time, \$25 per inch. Full rate schedule on request. Please send payment with order.

Copy must be received at 79 W. Monroe St., Chicago 3, Ill., by the 18th of the month preceding date of publication.

#### ADHESIVES

CARB-N-SET Penetrating Glues—are used from coast to coast to pad one time carbon, NCR, Spot Carbon, other Forms. Ready-to-use. CARB-N-SET FORMS, P.O. Box 8, Roosevelt Sta., Dayton 17, O.

# **BUSINESS OPPORTUNITIES**

COMPLETELY EQUIPPED LETTER-PRESS printing plant doing over \$200, 000 annually with assured business from midwest community and present publishing company owners. We wish to sell part or all to competent operators who will take over and provide needed services while we guarantee steady volume of work. Box R-7, Inland & Amer. Prntr & Litho., 79 W. Monroe, Chicago 3, Ill.

#### CALENDAR AND CALENDAR PADS

WHOLESALE CALENDARS, MATCHES, ADVERTISING NOVELTIES TO THE PRINTER—Sell your regular printing customers and others. Fleming Calendar Co., 6535 Cottage Grove, Dept. S, Chicago 37, Ill.

#### DISTRIBUTOR WANTED

# NATIONAL DISTRIBUTOR WANTED

TO SELL AND SERVICE NEW STITCHING MACHINE ATTACHMENTS

Our two units for gang stitchers almost sell themselves: an automatic slitter and an automatic front trimmer. They are time-proved and efficient. We seek an arrangement with a respected organization having a service department to install and instruct buyers.

Write: Henry Newman, Sales Manager

William Gross & Son 210 Elizabeth Street New York, New York Or Phone Worth 6-1199 EQUIPMENT & SUPPLIES FOR SALE

# Insist on Megill's

Remember. Only Megill Makes Spring Tongue® Gauge Pins MEGILL'S PATENT



\$1.80 doz. with extra Tongues

Sold by Printers Supply Dealers.
THE

# EDWARD L. MEGILL CO.

The Pioneer in 1870
763 ATLANTIC AV., BROOKLYN 38, N.Y.

#### FOR SALE BY PRINTER

C & P heavy-duty die-cutter 14x20, auto. feed Three—9x12 Little Giants Two—Heidelbergs 10x15—12x18 Seybold three knife trimmer Cleveland "O" folder, DC motor Cleveland "K" folder, DC motor Southworth round cornerer electric Two—Bostitch multiple-head stitchers 4 pocket Sheridan stitcher and three-knife trimmer

WE ARE NOT DEALERS— THESE MACHINES ARE RUNNING!

# McKENZIE SERVICE, INC.

95 Morton Street New York 14, New York or Phone WA 4-8300



LINOTYPE, LÜDLOW AND MONOTYPE mats. Save 25% to 70%. Send for lists. Midwest Matrix & Machinery Mart, Inc. 633 Plymouth Court, Chicago 5, Ill. EQUIPMENT & SUPPLIES FOR SALE (Contd.)

# For Efficient Commercial Production

MILLER SG 19x25 No. 9996

MILLER SW 21x28 No. 8705
MILLER SY 28x41 No. 4410
MILLER SY 28x41 No. 9111
KELLY automatics models C, 1 and 2
MIEHLE single color units
from Verticals to 7/0–74"
MIEHLE two color presses
41", 46", 56" and 70"
HARRIS 17x22 and 21x28 presses

EBCO post-war 22x34" press 2 BRACKETT Safety Trimmers both Model A, 251/2" one new 1957 SEYBOLD cutters 44 and 50"

TYPE & PRESS of Illinois Inc.

3312 North Ravenswood, Chicago



how to get and hold Perfect Register



This \$1.35 Carlson stainless steel register pin sent free with the answer. Thin base, Will not buckle

mask. Ample thumb space. Machined and polished to exactly .250".

This generous sample of Carlson Mask also sent free with the answer. Each sheet of



Carlson Mask is clearly identified with the Carlson mark of quality.

THE CHESLEY F. CARLSON COMPANY 2240 Edgewood Avenue • Minneapolis 26, Minnesota

STATIC ELECTRICITY steals profits, causes fires and explosions! Kill it with inexpensive, trouble-free Static eliminator Brushes. Fully guaranteed—thousands in use. Send for free illustrated folder today. Western Brush Co., Dept. A, 215 S. Western, Chicago 12, Ill.

MILLER TW two-color 21x28 letterpr. Only 15 million totalizer. Exc. Cond. Running top qual. work. Full set PMC base in chases. 220-440 volt AC. Avail. immed. P.O. Box 1919, Louisville 1, Ky.

Try a Small Ad for Quick Results

# HILL RUBBER CO., INC.

COODSTEAR abber for Printing\_

BEST IN RUBBER-BEST IN SERVICE

2728 Elston Ave. • Chicago 47, Illinois 2720 Church St. • East Point, Georgia 731 Commonwealth Ave. . Massillon, O. 3510 Gannett St. . Houston 25, Texas 26800 Eldridge Ave. . Hayward, Calif.

# GOOD YEAR

**OFFSET PRESS BLANKETS** 

COMPLETE STOCKS (under temperature control)

SUPPLIES FOR RUBBER PRINTERS

"SERVICE IS OUR BUSINESS"

# TWO BOOKS on

Type and Layout

These two books should be in the library of every printer, compositor, designer or buyer of type. Excellent for the student of typography! When ordering from The Inland and American Printer and Lithographer, send check or money order in advance and the book will be sent postpaid.

# Principles of Layout

By Charles J. Felten; \$8.35. Basic techniques of effective page layout are explained for the advertising artist and copywriter in terms of composing room production with limitations imposed on the artist by type metal kept in mind. This is an expanded third edition.

> How to Recognize Type Faces

Second Edition, 1959

By R. Randolph Karch; \$6.35. Said to be the only single publication where one can find all the 1,693 type faces now sold in fonts or matrix forms in the U.S.; the different faces are arranged in order of their similarities.

Ask for a copy of our free Book List. Write to Book Department, The In-land and American Printer and Lith-ographer, 79 West Monroe Street, Chicago 3, Illinois.

EQUIPMENT & SUPPLIES FOR SALE (Contd.)

# DARKROOM **SAFELIGHTS**



For perfect darkroom illumination, select one of nuArc's dependable safelights. These sturdily constructed safelights have silver hammerloid finishes, and you will be able to find one to fit your particular need, whether it be for wall mounting, for ceiling suspension or the DL-6B which has an adjustable bracket for use on wall or table. See your dealer or write for Bulletin No. A2271.

Company, inc.
General Office and Factory:
4119 W. Grand, Chicago 31, Ill.
EASTERN SALES AND OFFICE:
215 Park Avenue South, New York, New York

# HIGH SPEED, ECONOMICAL WEB DRYERS

- LETTERPRESS
- OFFSET
- GRAVURE
- FLEXOGRAPHIC

OVER 25 YEARS EXPERIENCE

B. OFFEN & CO.

29 E. Madison St., Chicago, III.

LETTERPRESSES, Two 27"x41" Two-LETTERPRESSES, Two 27"x41" Two-color Miller, Serial numbers 7723 and 6738. Also, one 27"x41" single-color Miller Major, serial number 4201. AC Motor equipment. Presses all in excel-lent condition and we invite your in-spection. Also have a 3-knife Seybold trimmer. Contact C. A. Rueger, The Billboard, 2160-A Patterson St., Cin-cinnati. Phone DUnbar 1-6450. **EQUIPMENT & SUPPLIES FOR SALE (Contd.)** 

NOW . . . a text sheet to match PENINSULAR **SNOW WHITE** TUSCAN COVER . . .

# SEE\* THE NEW SNOW WHITE TUSCAN OPAQUE

\*Just ask your Peninsular Merchant for dummies on your next booklet job. You'll be glad you did.

# PENINSULAR PAPER COMPANY

Ypsilanti, Michigan

#### **EQUIPMENT WANTED**

WANTED: ONE # 56-2 color late model press. Give complete details & price in writing, Box R-8 Inland & Amer. Prntr & Litho., 79 W. Monroe, Chgo 3.

FOLDERS & FEEDERS—Large selection, New, Used and Rebuilt Brown Folding Machine Co., Since 1882. 3767 Chester Ave., Cleveland 14, Ohio.

#### HELP WANTED

# SHOP FOREMAN FOR PRINTING MACHINERY DISTRIBUTOR

We seek a mature, sober and capable printing machinery mechanic with ability to organize work and direct men. Satisfactory mechanical printing machinery background, (Heidelberg press experience preferred, but not essential) good personality and thoroughness in all phases of work a must. Good working conditions and company benefits. Starting salary depends on experience and qualifications. Write in complete confidence to:

Kurt W. Steinmann, Regional Manager, Heidelberg Southern Soles Co., P. O. Box 13156, Station K, Atlanta 24, Georgia. Telephone: Trinity 6-3649

# **LOOKING FOR A NEW JOB?**

uyer—Folding Cartons & Packaging 5-10 yrs. exp. in estimating & produc-tion or top level experi-ence in carton industry necessary. EAST \$12,000 - \$14,000

uperintendent—Offset-Letterpress Roll & Sheet fed equipment MIDWEST \$10,000 - \$12,000 upervisor—Preparatory
Dept.—Offset M:DWEST \$ 8,500 - \$10,000

uperintendent— Offset-Letterpress INDIANA \$ 9,000 - \$10,000 lant Engineer— layout & design EAST \$ 8,000 - \$10,000 INDIANA \$ 7,800

GRAPHIC ARTS EMPLOYMENT SERVICE Helen M. Winters, Mgr.
Dept. 1D-12, 307 E. 4th St., Cincinnati 2, Ohio
List Your Confidential Application With Us.

175

#### INK CONDITIONERS

#### SHARPER HALFTONES BRIGHTER COLORS 33 0-33 tke good inks bette 1 lb. can \$2.20 Send for Price List FOR

CENTRAL COMPOUNDING COMPANY 19 North Damen Avenue • Chicago 47, Illi

#### INSTRUCTIONS

Linotype-Intertype Instruction Ohio Linotype School Logan 6, Ohio



You give food and friendship with every \$1 package you send to the world's hungry thru the CARE Food Crusade, New York



PARIS PRINTING EXHIBIT—Air and Hotel Reservations. Extended trips. Free Folies tickets. Graphic Arts Services, Box 167, Hartford, Conn.

#### SALES AIDS

# "It Sells printing!"

e Use "The Notebook of a Printer." It's the best printer's house-organ you can get because it sells printing. Your name designed into it. Smart, low cost. Sales copy wins natt. award. ASK. Maybe your city and area is open. "It brings in business." "Prospects call us." "It makes money". . clients say. Send for facts: The ARBOGUST Co., Adv., 228 N. LaSalle St., Chicago 1, Illinois.

MAILING PIECES FOR THE PRINTER Wayside Press, Interurban Bldg Dallas, Texas



the world's finest printing sales magazine with your own imprint, may be exclusively yours in your sales area. Gives helps, hints to

buyer of printing. Uses process color, quality design. Some franchises open. Write today for free samples, prices. Tips . 161 E. Grand Ave. . Chicago, III.

#### SPECIALTIES TO SELL

# A-T Business Forms **Boost Dealer Profit**

Looks make the difference—and A-T Forms sell easier because they look better. Orders repeat because buyers are pleased. You'll like our full line of top quality unit sets, manifold books, sales books, etc. You get prompt service, too.

Write Dept. P ADAMS SALESBOOK CO.

Topeka, Kansas



#### TICKETS

TICKETS—Roll, Machine Folded for Amusements. Work Tickets, Reserved Seat, Strip, Merchants Trade Day, etc. Stock roll tickets. Daly Ticket Company, Collinsville, Illinois.

# TYPE & TYPE FOUNDERS



MACKENZIE & HARRIS, INC.

659 FOLSOM STREET, SAN FRANCISCO 7, CALIFORNIA



# PICTURE OF A PRINTER WHO HAD A STATIC PROBLEM!

Relax from the problems of static. Let the SIMCO "Midget" static eliminator end static in all your presses, folders and cutters. It's guaranteed to do the job . . . effectively, safely, inexpensively. Write for facts!

Anti-static cleaning devices, sheet separators, sprays and meters also available.

company 920 Walnut Street, Lansdale, Pa.



PREVENT OVER-LOCKING

# Clicktite QUOIN KEYS!

MAKE QUOINS LAST 500% LONGER

No more stripped quoins! No more work-ups and buckling. Clicktite keys CLICK when the lockup is uniform all around at 650 lbs. for

Clicktite perfect hairline register! Honeycomb Key: \$5.50

FOR HI-SPEED, WICKERSHAM, HEMPLE #1 & #2

# AMERICAN WOOD TYPE MFG. CO.

42-25 Ninth St., Long Island City 1, N. Y.

# STREAMLINED COPY-FITTING

**Direct Visual Control Method** 

By Arthur B. Lee \$6.30

Gives character count of over 1350 type faces, including caps and small caps. 58-page copy-fitting manual shows all popular foundry, Linotype, Intertype, Monotype and Ludlow type faces, in sizes from 4- to 25-pt. arranged alphabetically.

Send check or money order to BOOK DEPARTMENT

The Inland and American PRINTER and LITHOGRAPHER

Chicago 3, III.

# Advertisers' Index

| Adams Salesbook Co  | Gegenheimer, W             |
|---|----------------------------|
| Adams Salesbook Co.   | <b>General Aniline</b>     |
| American-Marietta Co. Sinclair & Valentine Co., Div                           | Ansco Div                  |
| American Speedlight Corp  | General Precisio           |
| American Speeding Corp  | Strong Electric            |
| American Steel Chase Co.  | <b>General Printing</b>    |
| American Type Founders<br>115, 136, 137, 138, 139, 141, 147, 156, 165         | Div. of Sun C              |
| 115, 136, 137, 136, 137, 140, 176<br>American Wood Type Mfg. Co 137, 140, 176 | Gilbert Paper (            |
| American Wood Type Mrg. Co  | Goodyear Tire &            |
| Anaconda Aluminum Co  | Graeber Stringi            |
| Anchor Chemical Co., Inc 114, 115, 117, 121, 122, 127, 131, 142, 144, 148     | Div. of New                |
|   | Graphic Arts En            |
| Ansco<br>Div. of General Aniline & Film Corp 26                               | Gross, William             |
| Apex Business Systems   |                            |
| Arbogust Company  | Hamilton Mfg.              |
| Automatic Saw Co  | Hammermill Pa              |
| Automatic Saw Co  | Hammond, C.                |
| 171   | Harris-Intertyp            |
| Bahnson Company   | Harris-Seybold             |
| Baltotype   | Div. of Har                |
| Baum, Russell E., Inc   | Heidelberg Sa              |
| Beall, Jack, Vertical Service, Inc  | Heidelberg So              |
| Bergstrom Paper Co  | Hill Rubber Co             |
| Big Joe Mfg. Co   | Hollingsworth              |
| Brandtjen & Kluge, Inc.   | Scott Paper                |
| Brooks & Perkins, Inc.  | <b>Howard Pape</b>         |
| Magplate Div  | Howard Pa                  |
| Brown-Bridge Mills, Inc 166   | Maxwell Pa                 |
| 100   |                            |
| Cameo Die and Label Co  | Ideal Roller &             |
| Comeron Machine Co  | Interchemical              |
| Canting Martin Co   | 27,                        |
| Curlean Chesley F., Co  | Intertype Cor              |
| Central Compounding Co  | Div. of Ha                 |
| at Il Machinary Co.   | Ipec, Inc                  |
| 96, 119, 125, 127, 128, 137, 140, 142   | thest,                     |
| Chalmare Chemical Co  | Keller, Georg              |
| Champlein Co., Inc  | Kenro Graph                |
| Chandler & Price Co   | Kingsport Pr               |
| at Photograduets Co., Inc.  | Kleen-Stik Pi              |
| 119, 120, 130, 137  |                            |
| Cheshire, Inc.  | Mar                        |
| Colwell Lithe Products, Inc   | Edition inc.               |
| Consolidated Water Power & Paper Co 159                                       | DIV. 01                    |
| Countilin Mfg. Co   | Edwidin co.                |
| Country & Control Corp  |                            |
| Bressroom Products, Inc   |                            |
| Cromwell Paper Co Inside Back Cover   | Subsidiar                  |
| •   | Ludlow Typ                 |
| Dexter Company  |                            |
| Div. of Mighle-Goss-Dexter, Inc 16  | Macbeth A                  |
| Didde Gloser Inc.   | 3 maca                     |
| Davis 1 F. Co   |                            |
| duPont de Nemours, E. I., & Co., Inc 22, 2                                    |                            |
|   | Marset, Inc.<br>McKenzie S |
| Eastern Fine Paper and Pulp Division  |                            |
| Standard Packaging Corp /8, /9, a   | 0 Megill, Edv              |
| Fundamen Kodak Co   | 9                          |
| Econo Products, Inc   | Miehle Cor                 |
| Etono 110000  | Div. of                    |
| Fairchild Graphic Equipment   | Miehle-Go:                 |
| Div. of Fairchild Camera &  | 1418 - D.I.                |
| Instrument Corp   |                            |
| Einch Pruyn & Co., Inc 100, 10  |                            |
| Eletaber Poper Co   | 70                         |
| Ettas Inly Corn   | 00                         |
| William A. & Co., Inc.  | , , , , , ,                |
| Fox River Paper Corp.   | 07                         |
| - Manufacturing Co.   |                            |
| Frye Manufactoring Co   | 51 Nekoosa-                |
|   |                            |

| G  | egenheimer, William, Co., Inc 8                                | N  |
|----|--|----|
| G  | eneral Aniline & Film Corp.                                    | nı |
|    | Ansco Div  | 0  |
|    | Strong Electric Corp., Subsidiary                              | P  |
| 0  | General Printing Ink Co.                                       | P  |
|    | Div of Sun Chemical Corp                                       | P  |
| 0  | Silbert Paper Co   |    |
| (  | Goodyear Tire & Rubber Co                                      | P  |
| (  | Graeber Stringing & Wiring Machine Co. Div. of New Era Mfg. Co | P  |
|    | Graphic Arts Employment Service                                | F  |
|    | Gross, William & Son   | F  |
| -  | Gross, William & Son   | -  |
|    | Hamilton Mfg. Co   | 1  |
|    | Hammermill Paper Co  |    |
|    | Hammond, C. S., & Co   | !  |
|    | Harris-Intertype Corp11, 160, Back Cover                       |    |
|    | Harris Souhold Co.   |    |
|    | Div. of Harris-Intertype Corp11, 100                           |    |
|    | Haidalbarn Sales & Service                                     |    |
|    | Heidelberg Southern Sales Co 1/3                               |    |
|    | Hill Rubber Co., Inc   |    |
|    | At a Whitney Div   |    |
|    | Scott Paper Co   |    |
|    | 11 Benne Mills Inc.  |    |
|    | Howard Paper Co., Div  |    |
|    | Maxwell Paper Co., Div 42                                      |    |
|    |  |    |
|    | ideal Roller & Mfg. Co 107                                     |    |
|    | Interchemical Corp.<br>27, 116, 127, 130, 131, 132, 133, 136   |    |
|    | Company  |    |
|    | Div. of Harris-Intertype Corp Back Cover                       |    |
|    | lpec, Inc  |    |
|    |  |    |
|    | Keller, George R   |    |
|    | Warner Comphice Inc.   |    |
|    | Winners Dress Inc.   |    |
|    | Kleen-Stik Products, Inc                                       |    |
|    |  |    |
|    | Lanston Monotype Co.   |    |
|    | Div. of Lanston Industries, Inc 93                             |    |
|    | Div. of Miehle-Goss-Dexter, Inc                                |    |
|    | Litho Chemical & Supply Co 109                                 |    |
|    |  |    |
|    | Lithoplate, Inc. Subsidiary of Harris-Intertype Corp 138       | 1  |
|    | Ludlow Typograph Co  | J  |
|    |  |    |
|    | Macbeth Arc Lamp Co  |    |
|    | Mackanzia & Harris, Inc.                                       | 9  |
|    | Manager Man Co   |    |
| ,  | street les   | 3  |
|    | At Manufa Carvice, Inc.  |    |
| 0  | Megill, Edward L., Co  | 4  |
| 9  | Las Unebune Co.  |    |
| 2  | Mergenthaler Lindsype Co. Inside Front Cove                    |    |
|    | Miehle Company Div. of Miehle-Goss-Dexter, Inc 16              | 3  |
|    | Div. of Miehle-Goss-Dexter, Inc                                | 57 |
|    | Miller Printing Machinery Co                                   | 18 |
| 3  | Miller Frinting Machinery Co                                   | 05 |
| 1  | Millers Falls Paper Co   | 66 |
| 0  | Minnesora mining & mig.  |    |
| 16 | Nashua Corp  |    |
| 11 | Marianal Cash Register Co                                      | 40 |
| 19 | National Engraving Co  | 26 |
|    | Paner Co   | 7  |

| ow Era Mfg. Co   |
|--|
| Arc Company, Inc   |
|  |
| ffen, B., & Co175  |
| Hen, B., & Co  |
| acker Mfg. Co  |
| acker Mfg. Co  |
| aper Manufacturers Co 29, 122, 152   |
| arsons Paper Div.  |
| National Vulcanized Fibre Co 25  |
| -te Company  |
| earce Development Co   |
| eck, James I142  |
| eninsular Paper Co   |
| Pioneer-Toledo Corp  |
| ioneer-Toledo Corp.  |
| Pitman, Harold M., Co.   |
| 121, 127, 128, 136, 139  |
| Popkin, Jack L., & Co  |
| Port Huron Sulphite and Paper Co 151   |
| Printing Machinery Co  |
|  |
| Rapid Roller Co  |
| Ninelander Paper Co.   |
| Div. of St. Regis Paper Co 4   |
| Richards, J. A., Co  |
| Richards, J. A., Co  |
| Rollo-O-Graphic Corp 123, 133, 144   |
| Rosback, F. P., Co   |
| Royal Zenith Corp 75   |
|  |
| Schriber Machinery Co  |
| C  |
| Hallingsworth & Whitney Div 111, 112   |
| Sheridan, T. W. & C. B., Co  |
| Siebold, J. H. & G. B., Inc  |
| Siebold, J. H. & G. B., Inc.   |
| Simco Company  |
| Sinclair & Valentine Co.   |
| Div. of American-Marietta Co 85  |
| DIV. OF Allies Con-  |
| Canadard Packaging Corp.   |
| Standard Packaging Corp.   |
| Standard Packaging Corp. Eastern Fine Paper and Pulp Division                        |
| Standard Packaging Corp. Eastern Fine Paper and Pulp Division                        |
| Standard Packaging Corp. Eastern Fine Paper and Pulp Division 78, 79, 80 Statikil    |
| Standard Packaging Corp. Eastern Fine Paper and Pulp Division 78, 79, 80 Statikil    |
| Standard Packaging Corp. Eastern Fine Paper and Pulp Division 78, 79, 80 Statikil    |
| Standard Packaging Corp. Eastern Fine Paper and Pulp Division 78, 79, 80  Statikil   |
| Standard Packaging Corp.  Eastern Fine Paper and Pulp Division  78, 79, 80  Statikil |
| Standard Packaging Corp.  Eastern Fine Paper and Pulp Division 78, 79, 80  Statikil  |
| Standard Packaging Corp.  Eastern Fine Paper and Pulp Division 78, 79, 80  Statikil  |
| Standard Packaging Corp.  Eastern Fine Paper and Pulp Division 78, 79, 80  Statikil  |
| Standard Packaging Corp. Eastern Fine Paper and Pulp Division 78, 79, 80  Statikil   |
| Standard Packaging Corp. Eastern Fine Paper and Pulp Division 78, 79, 80  Statikil   |
| Standard Packaging Corp. Eastern Fine Paper and Pulp Division 78, 79, 80  Statikil   |
| Standard Packaging Corp.   |
| Standard Packaging Corp.   |
| Standard Packaging Corp. Eastern Fine Paper and Pulp Division 78, 79, 80  Statikil   |
| Standard Packaging Corp.   |
| Standard Packaging Corp.   |
| Standard Packaging Corp. Eastern Fine Paper and Pulp Division 78, 79, 80  Statikil   |
| Standard Packaging Corp.   |
| Standard Packaging Corp. Eastern Fine Paper and Pulp Division 78, 79, 80  Statikil   |
| Standard Packaging Corp. Eastern Fine Paper and Pulp Division 78, 79, 80  Statikil   |
| Standard Packaging Corp. Eastern Fine Paper and Pulp Division 78, 79, 80  Statikil   |
| Standard Packaging Corp. Eastern Fine Paper and Pulp Division 78, 79, 80  Statikil   |
| Standard Packaging Corp. Eastern Fine Paper and Pulp Division 78, 79, 80  Statikil   |
| Standard Packaging Corp. Eastern Fine Paper and Pulp Division 78, 79, 80  Statikil   |
| Standard Packaging Corp.   |
| Standard Packaging Corp. Eastern Fine Paper and Pulp Division 78, 79, 80  Statikil   |
| Standard Packaging Corp. Eastern Fine Paper and Pulp Division 78, 79, 80  Statikil   |
| Standard Packaging Corp. Eastern Fine Paper and Pulp Division 78, 79, 80  Statikil   |
| Standard Packaging Corp. Eastern Fine Paper and Pulp Division 78, 79, 80  Statikil   |
| Standard Packaging Corp. Eastern Fine Paper and Pulp Division 78, 79, 80  Statikil   |

# THE LAST WORD

BY WAYNE V. HARSHA, EDITOR

★ WE LIKE HYPHENS and sprinkle them liberally throughout everything we write in spite of the fact that the general trend seems to be toward the elimination of as many hyphens as possible even to the point of ambiguity at rimes.

So we were struck dumb by the statement an economist made recently that if every hyphen requires a half ounce of energy to write or type, the total energy expended would be enough to draw a passenger express train right around the world.

While we don't type at express-train speed, we think we'll keep on using them as we see fit, regardless of what some self-appointed authorities may think about them.

★ THE NEW YORK SCHOOL OF PRINTING has been signally honored by the English typophile, Beatrice Warde, who is editorial director for Monotype, Ltd., London. When Mrs. Warde was in the United States in October, she wrote an inscription especially for the school and will have it gold-blocked, as she described the process, so it can be displayed permanently at the school. Since the inscription is quite likely to become a model for other schools of printing, we present her latest literary masterpiece:

"Here we have built a school of printing. Within these strong walls there shall be time to think, time to learn, time to perfect invaluable skills, and to explore new techniques. Across this threshold young men shall confidently stride to meet the challenging years ahead, armed with sound training. Stranger, bid them Godspeed along that sunlit road."

The punctuation is ours; the original was broken into caps display lines according to sense but without any punctuation. We'll reproduce it one of these days so you can observe the typography for which Mrs. Warde has become noted over the years.

★ OUR NOTED CONTEMPORARY, The Saturday Evening Post, reported in a New Yorker magazine advertisement that Post Scripts, a page of humor and comics, gets a high rating whenever readership is checked. Said the Post:

"If we followed the logic of television programing, we'd run 120 pages of Post Scripts every week. That's what the public wants . . . that's what the public gets."

As an editor, we have been somewhat abashed over the years that our thundering editorials in other publications have gone unnoticed by the majority of readers. So we finally asked ourselves: "What of it?" Strangely, we got the same question as a reply from some of our readers.

Editorials, some of them heavy and ponderous in language and content, are for the most part in many publications typographically uninteresting and uninviting in appearance. We like to level our editorial barbs and messages veiled in what we think is subtle humor. At least, we are reasonably sure they'll get read.

★ THE EXCHANGE OF GIFTS during the holiday season is an ancient and generous custom. More and more criticism has been leveled at the practice in recent years and the recent exposures by a Congressional committee of TV rigged programs, payola in the record industry, and Heaven only knows what is yet to come should serve as a warning that all business gift-giving is likely to come under suspicion. The gifts are usually made in appreciation for services rendered or for services yet to be rendered.

If you want to get out from under, just send your list a nice Christmas card with a personal long-hand message on it this year. Chances are, you can produce the greeting right in your own plant. It would be more in keeping with the true spirit of Christmas.

★ THERE'S A MOVEMENT ON FOOT to start something a great many persons believe is sorely needed by the graphic arts industry: a really adequate literature abstract and information service, something comparable to what the chemical industry has in *Chemical Abstracts*. Such a service would be a natural accompaniment to the growing awareness of the importance of research to the graphic arts industry.

We understand that an effort to launch such a service is being made. Behind this effort is a backlog of more than 25,000 really informative abstracts covering more than 30 years of graphic arts literature. In addition there are available five years or more of abstracts in a form suitable for modern mechanized search techniques.

The English-language publications are pretty well covered now by several systems but foreign language journals are not adequately or completely abstracted, or when they are, the abstracts are woefully late.

Like many such projects which need to be done, this one awaits adequate financing. Surely, this multibillion-dollar graphic arts industry can find the comparatively small sums needed to support this activity.

★ SOMEBODY ASKED LORD BEAVERBROOK (he cwns all those British newspapers) on his 80th birthday what his greatest achievement was in the field of newspaper publishing. Said Lord B.: "Reading the 488 pages of the New York Times Sunday edition through and through at one sitting." Five pounds of newsprint!

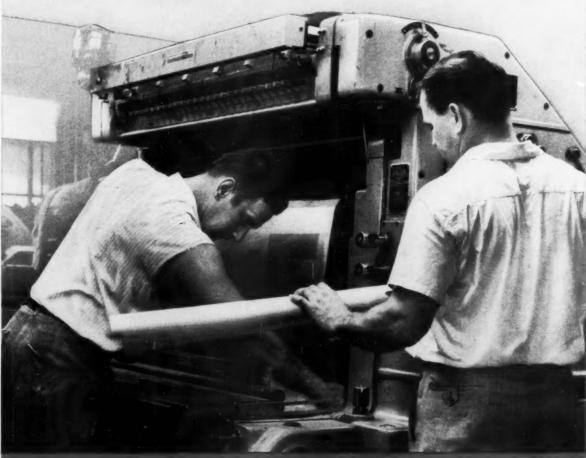


# "With Cromwell Offset Packing, You

Never Guess" Les Olsen, veteran offset foreman at D. F. Keller Company, specifies nothing but Cromwell offset packing. Here he tells the reason why:

"You always *know* your printing pressure is right when you use Cromwell offset packing, because its caliper never varies across the sheet or from sheet to sheet. We require a printing pressure equivalent of .004". With *Cromwell* packing, we require sheets in only two calipers to build up our packing to the required pressure equivalent. We never have to guess or lose time repacking. The time we save more than pays for small cost of the packing."

Take a tip from this veteran, and always use Cromwell offset packing!



- Cromwell offset packing is available in 11 calipers from .002" to .020". All sizes are tailored to fit your press.
- You can buy any quantity from one ream up, in any size.
- Ask us for working samples. Test Cromwell offset packing at our expense.
- And remember . . . Cromwell uniform calipered tympan is best for your letterpress requirements, too!



PAPER COMPANY
4805 S. Whipple Street, Chicago 32, Illinois

HOT or COLD ... faster type and better type from Intertype



NEW MONARCH .. and most dependable linecasting machine for automatic operation.



**VERSATILE FOTOSETTER...** more than three times as many used by publishers, printers and typographers as all other keyboard operated photographic typesetting machines combined.



POPULAR MODEL C . . . widely used for manual and automatic production of text, heads and ad work. Available in 1, 2, 3 or 4-magazine models.



**ECONOMICAL MODEL V...outstand**ing performer where operations call for a single magazine text machine.



PROFIT MAKING MODEL F MIXER . . . for the efficient production of mixed composition at straight matter speed for book, commercial and newspaper work by either manual or automatic methods.



TRIPLE DUTY MODEL G MIXER ... is a full speed straight matter machine, a wide-range display and headletter machine as well as being a timesaving mixer.

Ask your Intertype representative to recommend the machines which are best for you.



# INTERTYPE COMPANY 360 Furman Street, Brooklyn 1, New York

San Francisco

Los Angeles

New Orleans

In Canada: Toronto Type Foundry Company Limited, Toronto, Montreal, Winnipeg, Vancouver, Halifax

Intertype and Fotosetter are registered trademarks Set in Futura and Century Schoolbook

